

THIS ISSUE:—WHAT THE POSTAL REPORT MEANS TO PUBLISHERS.

EDITOR & PUBLISHER

The Oldest Publishers and Advertisers Journal in America

SUITE 1117 WORLD BUILDING, NEW YORK

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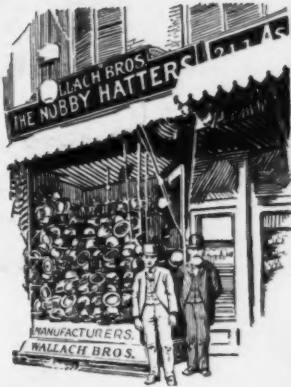
NEW YORK, DECEMBER 6, 1924

By Mail in Advance \$4, U. S. A.; 10c Per Copy
\$4.50, Canada; \$5, Foreign

TELL IT TO SWEENEY!

—Wallach Brothers do

DECK-7



Wallach Brothers' original store of 1887

IN 1887, two young men opened a store at 244 Bowery on the lower East Side of Manhattan. Their shingle acclaimed them "The Nobby Hatters, Wallach Bros." Three years later they extended their store to 240 and 238 Bowery. The Bowery of that day was pretty much the Broadway of today, visited, copied, talked of and quoted. In time came growing pains and one by one the establishment of other stores and the abandoning of the original. The firm now has four stores in New York, and will shortly open another on Fifth Avenue near Forty-second Street, crowded crossroads of the Sweeneys—a location that is the apex of ambition for every retailer with means enough to get there and brains enough to stay there.

This progression of the Wallach brothers in four decades from the Bowery to Fifth Avenue is not so remarkable an instance of business expansion as a parallel of the social and economic advance of their customers—the Sweeneys, the average man, the masses.

It must be remembered that this firm was no flashing planet on the business horizon, no monument to new found wants or discovered desires. The Wallach brothers were no Ford, no Edison, no Rockefeller, no Northcliffe, not even a Chaplin or Wrigley, with indispensable inventions, imperative essentials, with new satisfactions for insatiable appetites. They were dependent wholly upon the fortunes and fashions, the whims and wants of the consumer; subject

also to mistakes and uncertain sources of supply. Indeed their merchandise at most is only semi-staple, depreciating with time and not absolutely necessary to anybody; a breakfast can be eaten only once, but a hat with persistence can be pushed through three seasons. So the affairs of Wallach Brothers are, as the economists say, an index of the status of the Sweeneys.

THE Nobby Hatters of 1887 opened their place of business at 6:30 A.M. and kept it open until the following A.M. They featured a nifty line of derbies, which were much worn that season by Boweryites as well as the then Prince of Wales. The hats were attractively priced at \$1.90, \$2.40, and for heavy spenders \$2.90—top price. Ten cents were refunded to customers who came from beyond walking distance on the cable cars.

The fashionable Mr. Sweeney of 1887 favored, beside the derby or silk hat, a cut-away or Prince Albert coat, patent leather shoes, black silk shirt sometimes embroidered on the bosom with polka dots, and a black bow tie. A good suit cost eight dollars, suspenders free. Mr. Sweeney enjoyed a shave, with shine thrown in, for ten cents; a hack ride at two bits an hour; a show from a box seat at \$0.75 without war tax or scalper's split; a big beer at \$0.05; and the best room in any hotel for two dollars. Happy days, eh? But remember, too, that anybody who earned fifty dollars a week was pointed out to admiring strangers!

Today Wallach Brothers sell the Sweeneys Manhattan shirts at \$2.50 to \$12.50; Hart Schaffner & Marx clothing at \$35 to \$85; Stetson Hats at \$7 to \$15; Berkley neckwear at \$2.50 to \$5, Florsheim shoes at \$9, \$10 and \$11; and other nationally advertised standard priced merchandise. In 1887, their annual business was about ten thousand dollars. In 1923, it was more than a thousand times as much—an increase due not so much to more customers as better customers. And incidentally, Wallach Bros. are telling it to Sweeney in *The News*.

HOW are the Sweeneys on the Bowery buying today, the masses on the much maligned East Side where the



Most of the Sweeney series have been issued in folder form. A request on your business letterhead will bring the series.

THE NEWS

New York's Picture Newspaper

25 Park Place, New York—7 S. Dearborn Street, Chicago

SO THE buying power of the Sweeneys is not localized, but universal; the poorest residence districts of New York are among the best markets. These markets may be yours as well as Wallach Brothers'—more business here to the square mile, to the dollar of effort, to the working day than anywhere else in the world.

If you do business here, you need *The News*, a medium big enough to sell this market—the Largest Daily Circulation in America, 97% concentrated in New York City proper. If you think of advertising in terms of sales, you must logically buy *The News* first in New York. Get the facts!



The new Fifth Avenue store



The Largest Daily Circulation in America

Daily Average

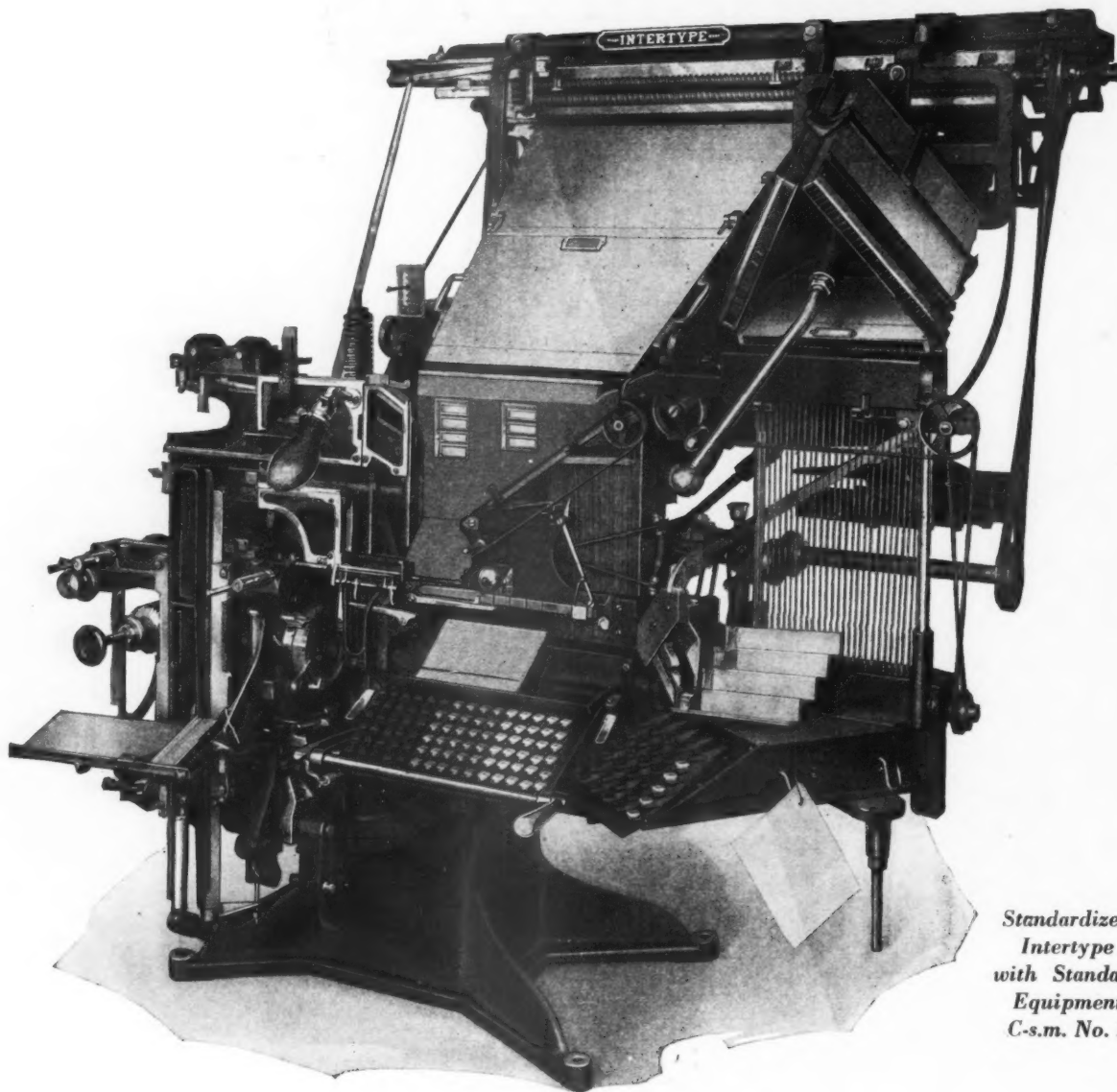
786,398

Sunday Average

807,279

A. B. C. Report for six months ending September 30, 1924.

NO STANDARDIZED INTERTYPE HAS EVER BECOME OBSOLETE



Standardized
Intertype
with Standard
Equipment
C-s.m. No. 2

There Are Dollars in Details

A simpler machine must cost less to maintain. Parts which do not exist cannot wear out.

Every dollar spent in unnecessary parts, every production hour lost waiting

for preventable repairs, must come out of your profits.

There are dollars in mechanical details. Intertype simplifications and improvements help put more type on the bank—and more cash in the bank.

Write for "Profit-Making Intertype Features" and other literature

INTERTYPE CORPORATION: 50 Court Street, BROOKLYN, N. Y. Branch Offices: CHICAGO, Rand-McNally Building; MEMPHIS, 77 McCall Street; SAN FRANCISCO, 560 Howard Street. Sales Offices: BOSTON, 49 Federal Street. LOS ANGELES, 1240 S. Main Street. Canadian Representatives: Toronto Type Foundry Co., Ltd., TORONTO. British Branch: Intertype Limited, 15 Britannia Street, Kings Cross, LONDON, W. C. 1.

INTERTYPE

Chaperoned Distribution

- ☞ It's a short trip and a safe one from the doorstep to the hearthstone—or its modern equivalent. That's as far as most Sunpapers have to travel unchaperoned by a guardian with a real interest in their welfare.
- ☞ These guardians of the Sunpapers' journey from the press to the privacy of Baltimore's homes are the capable and energetic business men who own and operate the Sun Carrier Service.
- ☞ Through their efforts the larger part of the Sunpapers' circulation goes directly to the one place where a newspaper is really read and read thoroughly.
- ☞ The Sunpapers have street sales, of course, but the fact remains and the figures prove that the copies delivered to the homes of Baltimore by the exclusive Sun Carriers are the real backbone of their circulation.
- ☞ It's a strong backbone, too, and it grows stronger as the years roll by. Plenty strong enough to carry your message in the most effective way right where you want it to go—straight into the hands of men and women who have time to read it and the most comfortable place in the world in which to do that reading.

November Average Net Paid Circulation

Daily (M. & E.) . . . 247,023

Sunday 181,673

A Gain of 4,676 Daily and 4,008 Sunday over November, 1923

Everything in Baltimore Revolves Around

JOHN B. WOODWARD
Bowery Bank Bldg., New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

THE
MORNING



EVENING

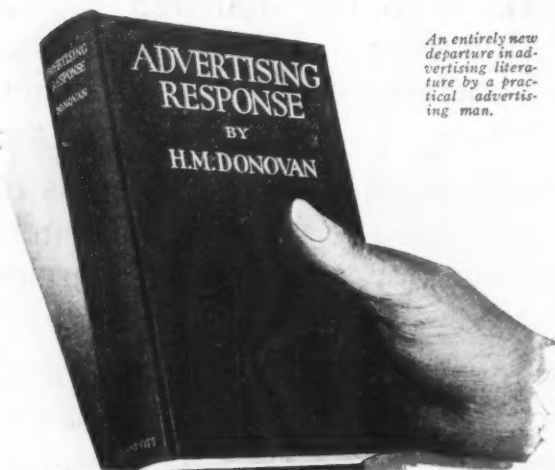
SUN
SUNDAY

Baltimoreans Don't Say "Newspaper"; They Say "SUNpaper"

What the New Book—"Advertising Response"

By H. M. Donovan

Shows About the Dominance of The Evening Bulletin of Philadelphia



An entirely new departure in advertising literature by a practical advertising man.

"Advertising Response," the new book on advertising—written by H. M. Donovan and published by J. B. Lippincott Company, Philadelphia—is based on a research made in the eleven graduating classes of the seven Philadelphia High Schools, located in different sections of Philadelphia.

These tests were made on one thousand senior students—five hundred young men and five hundred young women. Briefly, the students were handed sheets on which were listed twenty commodities, such as coffee, razors, tooth paste, etc.; the list included newspapers.

The students were asked to write under each commodity the brand name that first came to mind.

"Advertising Response" shows that practically every one of the manufacturers in each industry whose brand name was mentioned the greatest number of times was the dominant advertiser in his particular field.

This book also shows that newspaper advertising was the principal form of advertising used by these manufacturers to gain this dominance.

And further—the newspaper that was most instrumental in giving these brands their position of eminence was THE PHILADELPHIA BULLETIN.

By far the most dramatic picture presented in this book is with regard to the Philadelphia newspaper situation.

Newspapers are listed as one of the twenty commodities and the tabulation of the returns, as listed on page 47 of "Advertising Response," is shown below:

	MALES	FEMALES	TOTAL
Bulletin (Evening).....	288	314	602
Second Paper (Morn. and Evening)	115	111	226
Third Paper (Morning).....	49	33	82
Fourth Paper (Morning).....	12	10	22
Fifth Paper (Morning).....	10	7	17
Miscellaneous Papers	6	—	6
Blanks	20	25	45
	500	500	1000

THE EVENING BULLETIN received almost twice as many votes as all the other papers combined.

THE BULLETIN received almost three times as many votes as the total for the morning and evening editions of the second paper.

THE BULLETIN received more than seven times as many votes as the largest morning paper.

The overwhelming preference of the high school seniors for THE BULLETIN is evidence that this paper's audience is primarily a responsive audience.

Responsiveness to advertising is greatest during the years from 17 to 30. This age group is largest in numbers as well as strongest in actual buying interest.

These subjects (senior high school students), therefore, were expressly selected for this series of tests.

The man who made this unbiased research and the author of the book "Advertising Response" has had more than twenty years' experience in selling and advertising and in solving marketing problems.

For more than ten years he has been the head of one of Philadelphia's best-known advertising agencies.

How to Dominate Philadelphia

Above is outlined the result of tests on 1000 senior students in seven Philadelphia high schools, to determine the newspaper which was most dominant in their minds. These tests are fully described in "Advertising Response," the new book by H. M. Donovan.

This book shows that THE BULLETIN was dominant in the minds of 60.2 per cent of the 1000 senior students tested. The four morning papers and one other evening paper made up the remaining 39.8 per cent.

It is significant that THE BULLETIN, which goes into nearly every home in Philadelphia without regard to class, has greater dominance with high school seniors than all the other Philadelphia papers combined.

Dominate Philadelphia

Create maximum impression at one cost by Concentrating in the newspaper "nearly everybody" reads—



The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

Net paid circulation for the six months ending September 30, 1924,

516,609 COPIES
A DAY

The circulation of The Philadelphia Bulletin is one of the largest in the United States.

NEW YORK—814 Park-Lexington Bldg. (46th St. & Park Ave.) DETROIT—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.
CHICAGO—Verree & Conklin, Inc., 28 East Jackson Blvd. SAN FRANCISCO—Harry J. Wittschen, Verree & Conklin, Inc., 681 Market St.

(Copyright 1924—Bulletin Company)



EDITOR & PUBLISHER



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Vol. 57

NEW YORK, DECEMBER 6, 1924

No. 28

Hot Senate Fight to Follow Postal Report Crediting Big Deficit to Second Class

Brunt of Heavy Losses Charged to Newspapers and Magazines—Allocation of Costs Questioned—
Report Carries No Recommendation and Is Open to Investigation in Committee Meeting—
General New Defends Accuracy of Report.

POSTMASTER GENERAL HARRY

S. NEW sent to Congress this week a report on the cost of handling the several classes of mail which, insofar as it concerned second class matter, amazed newspaper and magazine publishers and is said, according to close observers, to have created the biggest rumpus that the postoffice department has witnessed in years.

The first important fact in the report is that the department lost nearly \$40,000,000 in 1923, its revenues totalling \$534,413,171.78, against expenditures of \$574,218,873.96.

Second-class mail, according to the report, paid into the Government \$31,214,425.47, and cost \$105,927,294.14, the startling alleged deficit being \$74,712,868.67.

Parcel post returned revenues, according to the report, of \$120,649,662.42 and this class of postal service is represented as having cost the department \$127,556,416.24, a loss of only \$6,916,753.82.

The remarkable alleged deficit charged to second class mail is the bone of contention.

How were those figures arrived at? What items of postal expense were charged against second-class matter, what against parcel post and other divisions?

It is known that the matter was carried to the White House, that the Postmaster General stood firmly behind the postal officials who made up the figures and that he insisted upon sending the report to Congress, although the allocations of cost were being hotly disputed.

There is a persistent report in Washington that General New and President Coolidge are not in agreement on the report as it was submitted to Congress. It is carefully pointed out at the White House that the report is not an administration document, but a congressional report made as a result of a Senate resolution. As EDITOR & PUBLISHER indicated last week the responsibility for acting on the report or making any recommendation with it as a basis will rest with the Senate.

General New by no means indicates that there is any division of view among administration officials as to the proper allocation of postal charges in the report.

That a fight will be made in the Senate, there is not the slightest doubt. Hearings before the Senate Postoffice Committee are expected to air the whole matter of whether the charges made against second class matter, showing it to lose the government \$74,712,868.67 in a single year, were properly ascertained, or whether other classes of mail matter, particularly parcel post, were favored in their showing by arbitrary allocation of cost charges.

General New and his subordinate officials are expected to stand firmly for their report, aided by two firms of certified public accountants who were called in to check the report and approve it.

Postmaster General New's report shows daily and weekly newspapers are charged \$68,301,054.55, or 64.48 per cent

of the total expenditures for second class. Daily newspapers are assigned 43.69 per cent of the total expense, as the cost of handling this class of mail was estimated at \$46,273,540.09. The weekly newspapers are charged with \$22,027,514.46, or 20.79 per cent of the total cost of second class matter.

The report asserts publications listed as scientific, agricultural, religious, fraternal, or trade journals, cost the Government \$20,464,473.50, or 19.49 per cent of the total second class expenditures. The so-called popular magazines are included

under a heading "all other publications" and the department states these periodicals are charged with \$13,449,813.96, or 12.70 per cent of the total cost of second class mailings.

Another sub-class of second class publications, known in the report as "transient," are assigned \$3,611,706.19, or 3.41 per cent of the total second class costs. "Transient" is a term assigned to publications not made up at the offices of publishers, but which are given to the post office department for delivery.

The Postmaster General states the

deficit on fourth class, or parcel post, amounts to \$6,916,753.82. Sometime ago the then Postmaster General Hubert Work, sent a communication to the Interstate Commerce Commission stating parcel post had grown from 4 per cent in 1911, to approximately 65 per cent of the total volume of the mails.

The report assigns second class matter \$34,375,097.11 as its share of rural delivery charges. The daily newspapers are charged \$18,019,508.42, and the weekly newspapers \$10,904,179.69. Scientific, religious, trade journals, etc., cost the Government \$3,658,472.49 in the rural mails, and the "transient" papers \$215,969.89. "All other publications" \$1,576,965.62, according to the report.

The daily newspapers are assessed \$8,425,454.93 out of a total of \$9,823,048.17 chargeable to second class under the item "Railway Post Office."

Mr. Joseph Stewart, who signed the report as executive assistant to the Post Master General, states "This amount is apportioned to the sub-classes of second class on ratios of volumes of the respective sub-classes of second class, distributed during the statistical period in railway post office space."

In the general post office overhead the daily newspapers are charged \$9,447,754.49 out of a total of \$34,252,175.33. The weekly newspapers are assessed \$8,455,954.04; scientific, agricultural, trade, etc., publications, \$9,862,502.89; "all other publications" \$4,383,060.05; "transient" publications, \$2,102,902.92.

An analysis of the expenditures under "transportation" shows the daily newspapers are charged \$14,182,699.21 out of a total of \$27,021,743.59. The weekly newspapers are assessed \$1,731,145.34; scientific, agricultural, trade, etc., publications, \$4,694,606.28; "transient" publications \$941,319.51; "all other publications" \$5,471,973.25.

There is considerable speculation as to when or how Congress may act on the report which has apparently become inextricably interlocked with the moot question of when or how postal employees are to get the promised fattening of their pay envelopes.

The Washington Times this week set forth clearly the prevailing situation when it stated:

"An attempt will be made in the Senate to override the presidential veto of the postal wage bill granting salary increases amounting to \$63,000,000 to 300,000 postal workers throughout the United States. Approximately 4,000 Washington men and women who work at the City Post Office and at the post office department are anxiously following this measure, the passage of which would be an acceptable Christmas gift, inasmuch as the increases average \$240 a year."

Senator Walter Edge, of New Jersey, Chairman of the Joint House and Senate Post Office Committees which drafted the salary bill, made it plain that he will try to stave off immediate overriding of the President's veto, but also made it plain he will favor overrid-

READY NEXT WEEK!

Advertising Men and National Merchandisers Please Take Notice

EVERY advertising man and sales manager of nationally advertised merchandise will use, whether he owns it or borrows it, the edition of EDITOR & PUBLISHER which will come from the press next week.

It will contain the huge Space Buyers' Guide, upward of 300 solid pages of condensed and classified business facts descriptive of the cities and towns of the United States and Canada where daily newspapers are published.

Nothing like it exists. It is the reference book that advertising and sales managers have been demanding during a decade. It is a complete, comprehensive, authoritative survey of 1,200 American communities, population and character of population, social statistics, financial resources, principal industries, manufacturing establishments, residential features, retail shopping districts, trading areas, wholesale houses, number of retail outlets for nationally advertised products in 37 lines of trade, and a wealth of special information to guide any advertiser to an intelligent selection of fields.

Nowhere else can you find these facts in one compilation. Our statistics and facts have been obtained through the co-operation of newspapermen in 1,200 cities and towns, chambers of commerce, boards of trade; banking institutions, the Government Census and countless other sources. This effort represents the co-operation of at least 2,500 people. During recent weeks fully 25,000 letters have been exchanged to make this edition possible.

What are you going to do with this book to make money for your advertising clients? It is intended to make advertising pay higher dividends than ever before. No longer will the space buyer work in the dark when he is dealing with the character of any American trading centre.

Do you want to sell merchandise to an industrial population?

Are your goods appropriate for miners, farmers, factory workers, tenement dwellers, one and two-story family house holders, English speaking people, colored people, folks who heat their houses with gas, folks who drive over dirt roads? Does it mean anything to you that a town in Georgia has 18 wholesale grocery establishments, two wholesale hardware stores, 15 passenger automobile agencies, 52 cigar stores, 11 retail jewelry stores, that there are very few apartment houses there, that there are 20 per cent negroes, 7,000 school children, 13 Baptist churches and that the three national banks have total resources of \$15,389,299.22? These are but suggestions as to a multiplicity of Guide uses.

At the recent convention of the Association of National Advertisers at Atlantic City it was declared that the greatest need of the business world was just the sort of statistics which this edition of EDITOR & PUBLISHER will give to its subscribers next week. It has been estimated that it would cost a million dollars to survey the country. We have done the United States and Canada at much less cost, but this book will be worth many millions of dollars to the advertising and selling industry to which it is dedicated.

If you are a regular subscriber of EDITOR & PUBLISHER the Guide will be delivered as a single number. If you are not a regular subscriber send this week \$4 for the Guide and the regular editions for one year, including the International Year Book to be issued as usual in January. Act now, please! We shall not print a surplus.

ing of the veto rather than see the measure lost.

"I had several talks with President Coolidge regarding the postal pay bill" Chairman Edge said. "I know he vetoed it because it did not raise revenue to provide for the increases. I am hopeful that he will be amicable to the overriding of the veto. However, through the introduction of a separate bill which will increase postal rates to the extent of \$43,000,000 per annum, this is within \$20,000,000 of the amount necessary to pay the increased salaries.

"I do not agree with the plan to incorporate revenue producing provisions in the increased salary bill. We have never coupled these two items before, and I think that all salaries should be absorbed in the same manner as in the past.

"Why destroy the vetoed postal increased wage bill after it has gone nine tenths of the voyage by inserting some revenue-producing clauses which may not be accepted?"

Chairman Edge said that he is hopeful that the Senate leaders will agree not to act on the veto until after the cost ascertainment report has been forwarded to Congress by the Postmaster General. "With the cost ascertainment report in hand," Senator Edge said, "we will be able to draft a separate revenue producing bill and put it through immediately following the enactment of the one now before the Senate."

In short, it is the intention of Chairman Edge to secure the early enactment of the postal wage increase bill in a manner which will not embarrass President Coolidge. He feels that if the separate revenue producing bill is introduced before the veto is overridden that the President will let it be known that he is now reconciled to the measure which he vetoed in the dying days of the last session.

The increased wage bill for postal workers probably has had more unified support both in the House and Senate than any other bill of its kind ever before introduced. When joint hearings were held on the wage bill between 300 and 400 senators and congressmen personally appeared before the Committee at the behest of their constituents and unqualifiedly let it be known that it had their hearty support.

Postmaster General New's report has been ordered printed by the Senate which means at least two weeks in the Government printing office and no action by the Senate can come until after the Christmas Holiday.

This is the first cost ascertainment report made to Congress in a decade and is the one to which President Coolidge referred in his veto of the postal salary bill on June 7 last.

The postal salary bill which the President vetoed would add approximately \$68,000,000 to the annual expenditures of the Government.

The last official ascertainment of the cost of carrying and handling the mails was made by the Post Office Department in 1909 and was carried forward by the Hughes Commission in 1911. Much of the data obtained for that ascertainment was from the special weightings of the mails of 1907 authorized by Congress. Since the findings of the Hughes Commission extensions of estimates have been made by the department from time to time, but have become unsatisfactory because of radical changes in the condition of the service, both with reference to increased expenditures and increases in the weight and volume of the mails as a whole, and of particular classes, which have radically affected their relations to each other.

Postmaster General New points out that the report is merely a fact-finding statement. It does not make any recommendations whatever with respect to postage rates. That matter is left in the hands of Congress.

Members of the postal committee of the American Newspaper Publishers Association plan to hold a special meeting with Postmaster General New in Washington, D. C., Dec. 9. **EDITOR & PUBLISHER** learned this week. It is understood the postal cost report which has just been lodged with the Senate will be discussed.

SUMMARY OF REMARKABLE FINDINGS IN POSTAL REPORT

THE following table shows in detail the revenues and expenditures of the Post Office Department in each branch of the service in 1923, according to a report of Postmaster General New now before Congress:

Classes	Revenues	Expenditures	Gain
Paid first class	\$271,894,051.49	\$191,476,335.17	\$80,417,716.32
Postal Savings	5,409,504.00	708,092.95	4,701,411.05
Total gain			\$85,119,127.37
Loss			
Second class	\$ 31,214,425.47	\$105,927,294.14	\$74,712,868.67
Third class	43,844,940.77	60,136,516.25	16,291,575.48
Fourth class	120,649,662.42	127,566,416.24	6,916,753.82
Franked matter		357,819.45	357,819.45
Penalty matter		6,214,131.44	6,214,131.44
Free for blind		27,315.29	27,315.29
Foreign	12,871,746.39		
Receipts foreign mail transit	115,419.03	17,591,003.59	4,603,838.17
Money order	11,601,425.82	21,141,936.99	9,540,511.17
Registry	8,005,579.20	18,379,593.01	10,374,013.81
Special delivery	8,175,648.33	8,297,645.67	121,997.34
Insurance	7,185,771.14	8,331,730.60	1,145,959.46
C. O. D.	4,079,143.35	5,904,580.74	1,825,437.39
Treasury savings		221,809.28	221,809.28
Total	\$525,047,317.41	\$572,282,220.81	\$132,354,030.77
Total loss			47,234,903.40
Loss, excluding unassignable and unrelated items			7,773,776.74
Less unassignable revenues	7,773,776.74		39,461,126.66
Net loss, excluding unrelated	1,592,077.67	1,936,653.15	344,575.52
Unrelated			\$39,805,702.18
Grand totals	\$534,413,171.78	\$574,218,873.96	

L. B. Palmer, A. N. P. A. manager, declined to discuss the proposed meeting, and refused to either affirm or deny that it was to be held.

J. D. Barnum, *Syracuse Post-Standard*, is postal committee chairman, and A. G. Newmyer, *New Orleans Item*, vice-chairman.

DROPPED FROM A. B. C.

Peoria Journal, Transcript and Sunday Journal Transcript Out

Members of the Audit Bureau of Circulations were surprised this week to receive notice that the Board of Directors at a meeting in New York on Nov. 21 had considered charges against the *Peoria (Ill.) Journal*, the *Peoria Transcript* and *Sunday Journal Transcript*, and had dropped them from membership.

It was alleged in the published announcement that the papers had been found "guilty of conduct endangering the welfare of the Audit Bureau of Circulations."

No official amplification of this extraordinary announcement could be obtained from either side, but **EDITOR & PUBLISHER** learned that the difficulty grew out of the employment by the newspapers of an auditor who was, whether rightfully or not, considered by A. B. C. as attached to that organization.

The incident is referred to as an "unfortunate controversy," the merits of which are not known because both A. B. C. officials and representatives of the newspapers, including the auditor in question, refuse, or have failed to reply to questions.

"NO COG SLIPPED"

Martin Praises A. P. Men for Efficient Election Service

The Associated Press this week issued a two-page broadside containing editorial comment and letters from editors, complimenting the association on the service rendered in covering the general election Nov. 4. Included is a personal tribute to all A. P. men signed by Frederick Roy Martin, general manager.

"Not a human cog slipped," Mr. Martin said. "No reporter turned prophet, no tabulator tired. The board of directors has asked me to extend to you all its congratulations upon the excellence of your work during the campaign. This the board did enthusiastically on its own initiative. To pass this praise on to you, who have so well earned it, is a great privilege and pleasure."

DU BOIS DIES OF BURNS

Beckwith Agency Man's Cigarette Sets Fire to Bed

Samuel Webster Du Bois, 49, advertising man, for the last 12 years associated with the S. C. Beckwith Agency, New York special representatives, died Nov. 29, from burns he had received in a fire in his New York home two days before.

Mr. Du Bois fell asleep with a lighted cigarette in his hand, and it set fire to his bed.

Mr. Du Bois was born Oct. 18, 1875, at Tuscaloosa, Ala., and was a member of an old Alabama family. He was graduated from the University of Alabama and Vanderbilt University.

When he first came to New York he was associated with his father in the advertising business. Then he joined the firm of Hand, Knox and Cone, special agents, where he remained many years. He left this firm to become associated with the New York office of the Cloverleaf Newspaper group, under A. K. Hammond. From this position he went to the Beckwith Agency.

"He was the sort of man who never made an enemy," said a friend in tribute this week.

TO RESTRICT BILLBOARDS

Nash Motors Says It Will Use Only Commercial Locations

Co-operation in the movement underway to restrict outdoor advertising to commercial locations was promised this week by the Nash Motors Company of Kenosha, Wis., according to Mrs. W. L. Lawton, chairman of the National Committee for Restriction of Outdoor Advertising.

"We are in favor of the movement for preventing the defacement of scenes and civic beauty with advertising material," the Nash company wrote Mrs. Lawton.

"The policy of the Nash Motors Company is to employ outdoor advertising in commercial districts only. Insofar as is practical we intend to co-operate fully with the aims of the National Committee for restriction of Outdoor Advertising."

The International Harvester Company, another recent recruit wrote Mrs. Lawton they were in "full sympathy" with the work.

New Wyoming Weekly

A new weekly paper, the *Pavilion* (Wyo.) *Press*, has been started by newspaper men of Dubois and Riverton, Wyo.

A. P. CITES N. Y. SUN FOR RADIO VIOLATION

Frank Munsey Asked to Appear Before Board of Directors Jan. 28 On Charge of Broadcasting Election Returns

Frank A. Munsey, member of the Associated Press for the *New York Sun*, was this week cited to appear before the A. P. board of directors Jan. 28 to answer the charge of violating the association's by-laws in broadcasting election news Nov. 4. It is understood similar citations were issued to other alleged violators, but the Associated Press declined to make names of the newspapers public.

The *New York Sun* on election night broadcast returns from station WEAF, New York, in a hook-up with the *Baltimore Evening Sun*, *Detroit News*, *Boston Post*, *Pittsburgh Press*, and *Buffalo Evening News*. This hook-up was engineered by the United Press Association.

"We had no Associated Press connections at the broadcasting station," was the comment of Keats Speed, managing editor of the *New York Sun*, on the citation.

The A. P. citation charges the *New York Sun* with violating Article VII, section 5 and Article VIII section 7 of the organization's by-laws.

These sections follow: Article VII, section 5: "A member shall publish the news of the Associated Press only in the newspaper, the language, and the place specified in his certificate of membership, and he shall not permit any other use to be made of the news furnished by the Corporation to him or to the newspaper which he represents."

Article VIII, section 7: "No member shall furnish, or permit any one to furnish, to any one not a member of this Corporation, the news which he is required by the By-Laws to supply to this Corporation."

The citation addressed to Mr. Munsey reads as follows:

"You are hereby cited to appear before the board of directors of the Associated Press at general headquarters, New York, Jan. 28, 1925 at 11 A.M., to answer to the charge of violating Article VII, Section 5 and Article VIII, section 7 of the by-laws in broadcasting election news the night of Nov. 4."

The WEAF hook-up, in which the *Sun* participated, reached 6,000,000 radio listeners, according to estimates. Joe Vila, sporting editor of the *Sun*, was on the program.

Other Associated Press members who broadcast election returns, gained from the United Press or other sources, included: the *Chicago Tribune*, the *Chicago Daily News*, the *Chicago Herald Examiner*; the *Chicago Evening Post*; the *New York American*, the *Brooklyn Eagle*, the *Memphis Commercial Appeal*, *Portland Oregonian*; *Detroit Free Press*, *Fort Worth Star Telegram*, and the *Kansas City Star*.

INVITE WALES TO HOUSTON

Mayor Oscar F. Holcombe and W. S. Patton, president Advertising Association of Houston, Monday sent a specially engraved invitation to the Prince of Wales requesting the presence of His Royal Highness at the 1925 convention of the Associated Advertising Clubs of the World in Houston in May. Reservations for the Prince have already been made by members of the Cape Town Club of South Africa, with whom he is expected to make the trip.

Mayor Holcombe will appoint a committee to accompany President Lou Holland to Washington to extend the formal invitation to President Coolidge, Secretary Hughes and Secretary Hoover to attend the convention.

PICTURES BY RADIO NEW SCIENTIFIC TRIUMPH

Radio Corporation's Invention Successfully Transmits Photographs from London to New York in 20 Minutes—"Press Rate" Makes Cost to Dailies \$42 Per Picture

By C. D. WAGONER

THE transmission of photographs across the Atlantic by radio is no longer an experiment but a reality. This was publically demonstrated last Sunday by the Radio Corporation of America in the presence of a large delegation of newspaper men and prominent scientists, who gathered in the corporation's laboratory on Broad street, New York City and for six hours watched a small machine with a revolving cylinder "tick off" pictures that were being transmitted through the ether from Marconi House in London, more than 3,000 miles away.

The average time for reception of a picture, 3½ by 5 inches, was 20 minutes. Allowing 15 minutes for the time necessary in taking a picture, developing and drying a negative ready for the radio transmitter, it means a picture will arrive in New York ready for the press 35 minutes after it is taken in England.

In demonstration Sunday, a picture of the S. S. Reclamation, which went aground on the River Tees in England, supplied by a Philadelphia newspaper correspondent to the Radio Corporation's engineer in charge of the sending in London, arrived several hours before the cabled story to go with the picture was delivered in Philadelphia.

Of course this was probably due to the fact that the air was cleared for the radio picture tests whereas the cabled press story undoubtedly took its usual course in the day's trans-oceanic traffic. Nevertheless it shows that when this new process is in commercial operation the editor will be relieved of his worries of holding up a cable or foreign news story for an illustration, when one cannot be readily found in the paper's morgue.

Just how long before Europe and America will be transmitting pictures on a commercial basis depends upon the time necessary to perfect certain improvements in the radiophotogram apparatus, according to officials of the Radio Corporation. One of the engineers expressed the opinion this might be next spring. Capt. R. H. Ranger, Radio Corporation engineer, who developed the apparatus, is already at work on improved sending and receiving devices, much more simple in operation and more compact than the laboratory apparatus used in the present demonstration.

Gen. James G. Harbord, president of the Radio Corporation, said that there would be no haste to put the wirelessing of pictures on a commercial basis. The work of perfecting the apparatus would be left to the engineers and the inventors, he added.

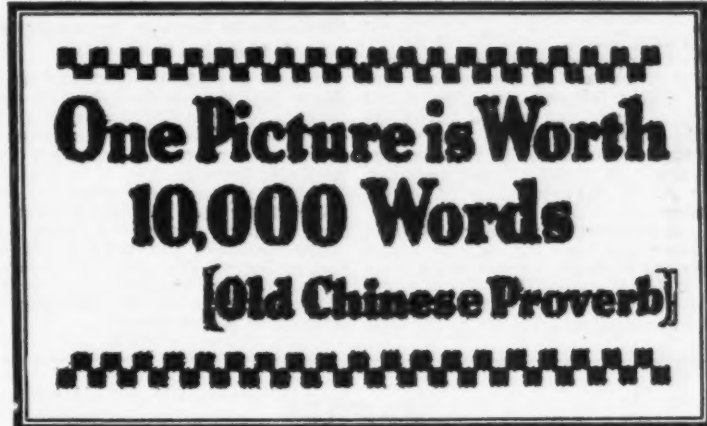
"Now that the principle has been established, we have no fear of the future development," asserted Gen. Harbord. "Doubtless, the time of sending a picture, which is now between 15 and 30 minutes, will be reduced. The quicker they are sent, the lower the price of transmission will be. It may be a few weeks or it may be months before we are ready to invite the public to send pictures."

The question of price for sending pictures is something officials of the Radio Corporation declare they have given little thought. "The cost will probably be regulated by the time required to send a picture," Gen. Harbord said.

"About 600 words can be sent during the time now required to send a picture but I expect the time for sending will be materially reduced before we are ready to enter the commercial field.

The present radio rate for messages is 20 cents a word and the press rate is 7 cents. On the 600 word basis, this would make the present cost to individuals \$120 a picture and \$42 to the newspapers.

In transmitting a picture, printed matter, or whatever is to be sent by this new method for spanning the ocean, an or-



How a solid type impression was transmitted by radio across the Atlantic, giving perhaps a foretaste of a future common practice of wirelossing display advertising, whole pages of newspapers, signatures to valuable documents, etc.

inary camera negative on a film is made. This is developed, dried and then placed around a glass cylinder, which revolves like an old-fashioned cylindrical phonograph record.



Portrait of the Prince of Wales as received by Trans-Atlantic radio.

Inside this glass cylinder is an incandescent lamp, the light of which is focused in a minute beam on the film as the cylinder revolves. The intensity of the light ray passing through the film varies according to the light and dark portions of the film. This ever-changing beam of light, having passed from the inside of the glass cylinder through the film, is focused through a lens on the sensitive element of the photo-electric cell, or transmitting "eye," a recent development of the General Electric research engineers.

This "eye" translates the picture by transforming the light waves into electrical waves or impulses, which can be transmitted by radio much the same as a regular dot and dash message.

The translation is accomplished through the fact that the electrical resistance of the photo-electric cell changes according to the amount of light thrown upon it. Having passed through the "eye" the electric waves go through a series of vacuum tube amplifiers and are fed into a modulating device ready for transmission. At this point the electrical

interpretation of the picture is ready to leave London.

Over land wires it travels 220 miles to the Carnarvon, Wales, transmitting station of the Marconi Wireless Telegraph Company, which lent its facilities for the demonstration, co-operating with Donald G. Ward, Radio Corporation engineer, who took the transmitting apparatus to London.

At the Marconi station the electric impulses on the land wires operate small relays which turn on and off the high value currents flowing from the 200-kilowatt Alexanderson generator, an American product, to the antenna. This high power electrical energy, leaving the antenna in interrupted impulses similar to dots and dashes of the telegraph code, on a 14,000 meter wave length, creates the ether waves which carry the photograph through space.

The picture is received at the Riverhead (N. Y.) station of the Radio Corporation just as a radiogram is received, but instead of readable dots and dashes

it is an undecipherable series of impulses. These pass through amplifiers and land wires to the Broad street laboratory. There they are unscrambled and translated back into the black and white of a picture.

In decoding the complex photo message, the receiving apparatus gives each electric impulse a definite task to perform in reassembling the picture. The picture is reproduced in duplicate, both in ink on a paper record and on a photographic film.

The paper is wrapped about a rotating cylinder and a specially constructed fountain pen bears against it as does a needle on a phonograph record. Then pen is attached to an electrically controlled lever in such a way that every pulse of electrical current, which passes through the magnet coils of the relay lever, draws the pen to the surface of the paper, making a fine dot or dash in ink.

A changing current fed through the magnet coils causes the pen to wiggle in step with the current, thus giving a stippled effect to the picture, which is reproduced vertically, line by line, in perfect synchronism with the sending apparatus. The harmony is maintained by special driving motors and other devices.

The making of the ink record, which is essentially a shorthand method of transcribing the picture, is visible in all its operations. The photographic record, made simultaneously with the ink record, is made on an ordinary camera film inside a specially constructed camera, a beam of light playing upon the film in place of the pen upon the paper. The film is then developed and pictures made from it.

The genesis of the present invention, General Harbord declares, is traceable to a suggestion made by Owen D. Young, chairman of the General Electric and Radio Corporation's boards and former reparations agent under the Dawes plan.

In February, 1923, shortly after Gen. Harbord had become president of the Radio Corporation, he was given a dinner by the corporation's employees. Mr. Young was the principal speaker.

"What we really want from radio in

(Continued on Page 28)



Captain Ranger receiving a radio picture from the sending station across the Atlantic Ocean.

ROBERT K. LEAVITT NAMED NEW A. N. A. SECRETARY-TREASURER

Former Advertising Manager of Onyx Hosiery, Inc., Picked to Succeed John Sullivan, Resigned—Outlines Association's Work

ROBERT K. LEAVITT, for the last four years advertising manager of "Onyx" Hosiery Inc., was this week appointed secretary-treasurer of the Association of National Advertisers, succeeding John Sullivan, who resigned because of ill-health after ten years of service.

Mr. Leavitt has long been active in the A. N. A. as representative of his company. He has been a director and member of the executive committee since September 1923, chairman of the membership committee during the past year, and chairman of the New York chapter since last September.

In an interview with EDITOR & PUBLISHER shortly after announcement of his appointment, Mr. Leavitt stressed the new A. N. A. policy of co-operation with groups of advertising agents and publishers.



ROBERT K. LEAVITT

"The object of our association," Mr. Leavitt declared, "is to watch and safeguard the rights and privileges of the advertisers. We stand first and last behind the man who pays the bills.

"But, as President Sumner said, 'the policy of the association is now and will continue to be one of co-operation.'"

Mr. Leavitt in the interview disclaimed he was the "mouth-piece of the association." He said he preferred to "work first and speak later." He consented, however, to review the aims and plans of the A. N. A.

Completion of an extensive circulation survey, re-organization of the headquarters office in New York, and an active membership campaign confront him when he assumes his duties as A. N. A. secretary Dec. 15.

"The association has practically completed a survey of magazine circulation," he said. "The results may be ready for publication shortly.

"We undertook this survey with a view to finding out something about the much discussed duplication in magazine circulation and also to learn as much as possible about the reading habits of certain classes of people.

"To assist our membership in unraveling this problem, we divided magazine readers into three groups, business executives, clerks and factory workers. We sent out questionnaires to a big list representing these three groups, and the tabulated replies should prove interesting.

"When we have completed this magazine survey, we intend to continue our investigations of reading habits and circulation values to other publications. We hope that by working in co-operation

with publishers of the various media to uncover the true facts of circulation, beyond mere figures."

As chairman of the membership committee of the A. N. A. for the past year, Mr. Leavitt is keenly interested in the work of interesting national advertisers in the benefits to be gained from enrollment in the organization of which he has now been named secretary-treasurer. The A. N. A. membership at present numbers 309, he said, representing a considerable increase over a few months ago.

"More and more big national advertisers are beginning to realize the value of A. N. A. membership," he declared. "To non-members, our annual and semi-annual conventions stand out as the most

He is intimately familiar with the activities of the headquarters office, and as one of our most active members knows the problems, the purposes and the ideals of the Association. He will therefore be able to assume without delay an efficient, understanding management of the Association's affairs."

TO MERGE PROPERTIES

Macfadden to Combine Newspaper and Magazine Corporation

Bernarr Macfadden, publisher of magazines and the *New York Evening Graphic*, is completing arrangements to consolidate the two different corporations which now control his magazine and newspaper interests.

Agreement has been entered into between director of Macfadden Publications, Inc., the magazine company, and of the Macfadden Newspaper Publishing Corporation, to this end. Stockholders will vote on the proposal at a meeting in New York Dec. 10. Mr. Macfadden is president of both corporations.

VANDERBILT TO LAUNCH TABLOID IN MIAMI

No Date Set But Machinery Has Been Purchased, He States—Organization Being Formed—Shorey to Pick Staff

Cornelius Vanderbilt, Jr., president of the Vanderbilt Newspapers, Inc., and publisher of the *Los Angeles Illustrated Daily News* and the *San Francisco Daily Herald*, definitely announced late last week in Miami, Fla., that he would launch a daily tabloid newspaper in that city. He did not say whether it would be a morning or evening publication.

The date of publication has not been set, Vanderbilt stated, but declared that machinery had been ordered. A site is being obtained and men are being moved in from his other publications, he added. The Coast publisher would not say whether this was to be his third tabloid or whether another paper was to start in another Eastern city before the Miami venture got under way.

"We are working towards the middle," he said. "We expect in fulfilling our promise to our stockholders, to have two newspapers in operation this coming year. These two will be located in the East. One of them will be at Miami. We have chosen this city because of its growth and remarkable progress during the past year.

"We feel certain a Vanderbilt pictorial tabloid will sell exceedingly well. This is not a new proposition with us. We have been exerting ourselves and have had our experts examine this city for several months. All of them are of the same opinion that we are. This will be the first small Vanderbilt paper, small in circulation, but I am certain it will be most profitable."

Mr. Vanderbilt said that Frederick North Shorey, supervising editor of all Vanderbilt papers, would be in charge of recruiting the new staff. He said every man would be picked and chosen, and that he expected a most perfect organization in every way.

Already hundreds of applications are being received, he said, and all will be given careful consideration. Many men will be sent from the West to head departments. As appointments are made, announcement will be forthcoming.

Offices for Vanderbilt Newspapers, Inc., have been opened in Miami, in Palm Beach and in Miami Beach, and branches will be opened in other nearby cities shortly. Twelve men from the California Vanderbilt papers are in this city already, and more are arriving daily.

The announcement of the tabloid came as a surprise to residents of Miami.

At the present time there are two daily newspapers in Miami, the *Miami Herald*, morning, published by Frank B. Shutts, and the *Miami News-Metropolis*, evening and Sunday, published by James M. Cox, former governor of Ohio.

An unusual tribute was recently paid M. H. de Young, publisher of the *San Francisco Chronicle*, by John Breuner, owner of the John Breuner Company, large San Francisco furniture store. In the center of a seven column advertisement in the *San Francisco Examiner*, Nov. 23, Mr. Breuner ran a two column box in which he praised the civic accomplishments of Mr. de Young, declaring that San Francisco was proud of its veteran publisher and his achievements.

Oklahoma Daily to Be Sold

Involuntary bankruptcy proceedings have been filed against the *Okmulgee* (Okla.) *Democrat*, by L. H. Schmidt, Samuel Leavy, Nathan Leavy and the Western Newspaper Union.

Bankruptcy has been held up pending the sale of the newspaper, which was scheduled to take place this Friday.

WANTED! A CHRISTMAS STORY

EDITOR & PUBLISHER herewith offers \$50.00 as a prize for the best original Christmas story submitted on or before December 15, the following terms to govern:

To be written by the member of a daily newspaper staff.

To concern fiction characters in newspaper work.

Not to exceed 1500 words.

To be selected by the Editors of EDITOR & PUBLISHER, who reserve the right to return unselected stories or to retain any manuscript at usual space rates.

important features of association activities, whereas it is the daily office routine which is proving most productive.

"We are, for example, continually active in taking measures to circumvent unwise attempts to interfere with business on the part of municipal and state governments. We have and will continue to fight against the proposal to tax advertising.

"In addition to this, we have in our 14 years of operation, gathered together a most comprehensive file of advertising information of tremendous value to advertisers. This has enabled us to build up a service which puts at the finger tips of any advertiser member information on every conceivable subject concerning advertising and selling. In effect we have a veritable mine of information, which is always kept up to date and which is always available to members.

"To handle the collection and filing of this information efficiently, our headquarters office in New York is divided into three departments. They are: the General Data Department; the Publication Data Department, and the Export Data Department."

Mr. Leavitt, who lives in Pelham, N. Y., was graduated from Harvard, Class of 1917, having specialized in economics. During his college years he had a taste of journalism on the staff of the *Harvard Lampoon*, the humorous publication of the university.

During the war, he served for two and a half years in the army as first lieutenant of infantry, spending 16 months in France. He was made advertising manager of "Onyx" Hosiery Inc., in March, 1920, and has held that position continually since.

G. Lynn Sumner, the new president of the Association, in a statement to members, says: "Mr. Leavitt has accepted the appointment, which came to him as a complete surprise, and he will assume his new duties at Headquarters on Dec. 15.

"Your officers feel that for many reasons a particularly happy selection has been made. Mr. Leavitt is singularly well qualified for success in the work.



CORNELIUS VANDERBILT, JR.

PRESS FREEDOM UPHELD IN FIRST TAX TRIAL

"Clearly a Usurpation of Power," Says Federal Judge of Congress Attempt to Dictate Manner of Income Tax Publication In Sustaining Kansas Journal-Post Demurrer — Government Appeals

"CLEARLY an usurpation of power . . . a clear transgression upon the First Amendment to the Constitution, which forbids an abridgment of the freedom of the press."

These words are the crux of the lengthy decision handed down by Judge Albert L. Reeves of the Federal Court in Kansas City, Dec. 2, when he sustained demurrers to the indictments against the *Kansas City Journal-Post*, charged with unlawfully printing income tax returns.

"In this view," continued Judge Reeves' decision, "the court is constrained to hold that the enactment is violative of the First Amendment to the Constitution and is void in law."

Thus was favorably launched for the newspapers of the nation, their latest and most important fight for press freedom. Judge Reeves upheld their freedom and left it to the Supreme Court to deny his decision.

Other newspapers in the forefront of the battle, with test trial pending, are the *Baltimore Post*, scheduled to appear in court Dec. 9, and the *New York Herald-Tribune*, which has asked a week's delay for preparation of its case.

Different from the other indictments returned, the charges made by the Federal Grand Jury in Kansas City made individuals and not a corporation the defendants. Walter S. Dickey, owner and editor, and Ralph Ellis, general managing editor, were made defendants. That was singular for the *Journal-Post*.

Again the Kansas City daily attracted nation-wide attention of newspapers and citizens when on Tuesday, just one week after Mr. Dickey and Mr. Ellis were indicted, Judge Albert L. Reeves, of the Federal Court, sustained in toto demurrers filed by the defendants.

In layman language, Judge Reeves upheld the freedom of the press and left it to the Supreme Court of the land to deny his decision.

Wednesday, the day following the indictment, Mr. Dickey and Mr. Ellis entered pleas of not guilty to the charges. Thanksgiving day, Senator James A. Reed, David M. Proctor and Maurice H. Winger, counsel for the defendants, prepared the demurrers. The demurrers were filed Friday, were argued last Monday, and the decision obtained Tuesday.

In all the demurrers the truth of the facts contained in the indictments were admitted but the legal sufficiency of the charges were challenged.

A few hours after the court had handed down the decision that the section of the internal revenue law construed by the Government as prohibiting newspapers from publishing income tax payments "abridged the freedom of the press and overrode the bill of rights," Mr. Dickey and Mr. Ellis were besieged with telegrams of congratulations from other newspapers and individuals.

"The decision will have a far reaching effect," Senator Reed, who made a fervid plea in support of the demurrers, said.

"If it is sustained it will lay a strong foundation for the protection of the constitution and, most important of all, the freedom of speech and the press—one of the cardinal principles of our government."

Some of the most important sections of the decision follow:

"In the instant case the publications gave the names of tax-payers and the amounts paid by them. This information had already been yielded to the public as a list of the tax-payers with the amounts paid had been made available for public inspection.

"But it may be argued that publication is prejudicial to the tax-payers. This may be true, and if the Congress has attempted to suppress all publications, its act probably could have been made ef-

fective, but in this case the Congress attempted to regulate the manner of the publication of the lists. This was clearly usurpation of power.

"Moreover, if the enactment is susceptible of the construction given it by counsel for the government, the act would be a clear transgression upon the first amendment to the Constitution, which forbids an abridgment of the freedom of the press. In this view the court is constrained to hold that the enactment is violative of the first amendment to the Constitution and is void in law.

"It is my judgment that the name of the tax-payer and amount paid by him was not considered by the law-makers such an important part of the return as to cover it with the cloak of secrecy. Even if the Congress sought to maintain a measure of secrecy upon this information, it not only exceeded its authority but impinged upon the first amendment to the Constitution."

Although Senator Reed was due in Washington Monday to attend the opening of Congress, he remained, he said, "away from my duties elsewhere, to participate in a case as important as any that ever has been argued before an American Court."

"The indictment imperils the liberties and franchise of the people," Senator Reed said. "If this indictment is sustained and Congress is granted power to say whether we may tell information we have lawfully received, then we have a death blow at the personal liberty on which the constitution was founded—we have a return to the dark ages of silence, tyranny and mutilation and death for the man or woman who would speak his lawful knowledge."

Following are some of the high points in Senator Reed's argument:

"If this indictment can be sustained, there is an end to the liberty of the press.

"If a newspaper owner can be sent to jail for printing the mere fact that John Jones had paid an income tax of \$1,000, or any other amount, then it is time to haul down the American flag.

"Mr. Dickey and Mr. Ellis are entitled to the gratitude of our fellow citizens.

"We do not exercise our rights and liberties because they have been conferred on us by the Congress of the United States. We are the source of all power and all authority, and every agency of this government is a mere servant and agent of the people.

"Congress never intended to enact any law and did not enact a law penalizing a newspaper for publishing what is contained in these public lists."

to the said Collector of Internal Revenue, was prepared and made available to inspection in the said office of said Collector of Internal Revenue in Kansas City, State of Missouri, aforesaid, for all lawful purposes and in the manner determined by the said Commissioner of Internal Revenue."

The indictment then sets out the specific offense charged by alleging that the list prepared and made available for inspection was "not for the purpose of being printed in newspapers or public prints." In substance the above charge, changed only as to names, is repeated in the other counts in the indictment.

The several demurrers challenge the sufficiency of the indictment for the reason, as stated by the defendants, that the statute upon which it is based, or upon which its sufficiency depends, is a Congressional act attempting to regulate purely local matters, and is beyond the scope of granted Congressional powers and impinges upon the first amendment to the Constitution of the United States, which forbids the enactment of laws abridging the freedom of the press. Moreover, it is urged that the publication of such lists is inferentially authorized by the Congressional act. In view of these contentions it becomes necessary to examine the Revenue act of 1924 and to consider the law with respect to the privileges of the press.

The pertinent portions of the Congressional act provide that: The Commissioner shall, as soon as practicable in each year, cause to be prepared and made available to public inspection in such manner as he may determine, in the office of the collector in each internal revenue district, and in such other places as he may determine, lists containing the name and the post office address of each person making an income tax return in such district, together with the amount of the income tax paid by such person.

It is both alleged in the indictment and admitted by counsel that the publication was made from this list and contained the data required by the above provision. The indictment, however, is based upon Section 1,018 of the Revenue act, approved June 2, 1924, and particularly a subdivision of said section which was in the law previously and appeared as Section 3,167 of the Revised Statutes. This section says, among other things, that "it shall be unlawful for any person to print or publish in any manner whatever not provided by law any income return, or any part thereof, or source of income, profits, losses or expenditures, appearing in any income return." The First Amendment to the Constitution of the United States provides that "Congress shall make no law abridging the freedom of speech or of the press."

The above, with other pertinent matters, will be discussed in the opinion.

1. Concededly, the Congress has no power save such power as may have been specifically granted to it by the Constitution. The provisions of the Constitution clothe Congress with power, among other things, to impose and collect taxes, and in view of one of the amendments to the Constitution the Congress is given power to enact all necessary legislation to make effective the income tax amendment. It is academic that when clothed with a main or principal power the Congress possesses such incidental power as to enable it to make effective its exercise of the chief power, so that all legislation incidental or germane to the principal power may be enacted and such legislation may to a degree embody regulatory provisions. In making effectual the Income Tax law the Congress would undoubtedly have the power to preserve the secrecy of its taxing operations and to protect tax-payers against harm that

(Continued on page 25)

COMPLETE TEXT OF JUDGE A. L. REEVES DECISION UPHOLDING PRESS FREEDOM

FOLLOWING is the complete text of Federal Judge Albert L. Reeves decision sustaining the demurrers of the *Kansas City Journal-Post* in its trial for publishing income tax returns:

In the District Court of the United States for the Western Division of the Western District of Missouri, United States of America, Plaintiff, vs. Walter S. Dickey and Ralph Ellis, Defendants.—No. 6812.

On Demurrers to the Indictment:

The indictment in substance, in its several counts, charges the defendants with having made publication in the *Kansas City Post* of the names and the amount of income tax paid by certain parties. The publication of each separate name, with the amount paid as an income tax, is set forth in the indictment in separate counts.

It is alleged in the indictment that the names of the parties paying such income tax and the amounts so paid had become, under the law, a matter of public record, and that at the date of publication, to wit, Oct. 24, 1924, "a list of income tax payers within the said collection district containing the name of Frank C. Niles, showing the amount of said income tax, determined as aforesaid, and paid by him

SONGS OF THE CRAFT

(Written Exclusively for EDITOR & PUBLISHER)

By Henry Edward Warner

THE PINCH HITTER

Do you know him? . . . He's the fellow who is always on the go,
Who enjoys the tides of struggle as they lift him to and fro,
He's the handiest oil for trouble in the bunch of guys I know—
The pinch hitter.

You can hand him anything from lemons up to apple sauce
And no matter how you fling it, he will catch your little toss;
He's the most convenient Goat there is from Office Boy to Boss—
The pinch hitter.

He appears to know a bit of everything there is to do,
And he's always sharp and ready with a helping hand for you;
You can always let him finish what you couldn't battle through—
The pinch hitter.

He can rewrite, edit copy, clean the office cuspidor,
Write an editorial, make-up, shovel coal or sweep the floor;
It's refreshing how he tackles odds and ends of any chore—
The pinch hitter.

I can see him drifting upward when he meets the common Fate—
I can see the angels fastening a crown upon his pate!
I can hear him say: "Say, Peter, take a rest; I'll mind the Gate!"
The pinch hitter.

You who don't appreciate him, who consider him a mark—
You who think he's just a little fish to feed a hungry shark,
Drive her easy or she'll buck you! . . . and be careful how you park
The pinch hitter.

Here's my hand and my respects, Sir! . . . Here's a hearty cheer for you!
Darn your buttons, while you're doing all the helpful things you do
You are piling up pure glory for the Day when you are through—
You Pinch Hitter!

"Them Was the Good Ol' Days!"

What a Grand and Glorious Time the Telegraph Editors Would Have Had if the Mother Goose Stories Had Been Filed On the Leased News Wires.

By CHET JOHNSON

BULLETIN

LONDON, Dec. 16.—All available mounted first aid regiments, plastic surgeons and physicians in London were called out this morning by a royal proclamation and ordered to devote their efforts to a massed attempt to save the life of a favorite of the royal family, Humpty-Dumpty, who was perhaps fatally injured when he fell early today from a high wall near Buckingham Palace.

PHILADELPHIA, Dec. 16.—Old Mother Hubbard went to the cupboard this morning to get her poor dog a bone. But when she got there the cupboard was bare, so the poor old dog got none. Associated Charities workers are helping the old woman and her dog, both of whom were near death from starvation when found.

CORRECTION

EDITORS: In Humpty-Dumpty bulletin near end, make it read "fatally injured when he fell, OR WAS PUSHED, from a high wall, etc.," as sent. The Mother Goose Press.

RENO, Nev., Dec. 16.—Unique grounds for divorce will be set forth in suits to be filed here today by Mr. and Mrs. Jack Spratt. In her suit for an interlocutory decree, Mrs. Spratt will contend that her husband will eat no fat meat, thereby "causing her great mental anguish and suffering."

Hearing last night of his wife's contemplated action, Mr. Spratt at once had a counter suit drawn up in which it is charged that Mrs. Spratt made their home life unbearable by continually refusing to eat lean meat.

CHICAGO, Dec. 16.—Jack Smith, 7, is hovering between life and death in a hospital here, and his sister, Jill, 6, is suffering from minor bruises and shock as the result of a peculiar accident early today. Jack and Jill had gone up the hill in back of their home in an outlying district, to get a pail of water. Jack fell down and broke his crown and little Jill, unnerved by seeing her brother fall, also lost her balance and slid down the hill after him.

KILL KILL

EDITORS: Kill Reno story Spratt divorce suit. UNVERIFIED and DANGEROUS. Will be sub.

LONDON (ADD HUMPTY-DUMPTY)—Suspecting that Humpty-Dumpty had been the victim of foul play, the king has ordered Scotland Yard to investigate his fall.

Members of the royal household said Humpty-Dumpty had apparently been in good health. They scoffed when the theory of attempted suicide was offered as an explanation of Humpty-Dumpty's fall.

CORRECTION

EDITORS: In Philadelphia woman and cupboard story eliminate words "OLD MOTHER" and substitute "A MRS. HUBBARD, etc.," as sent. DISRESPECTFUL and LIBELOUS.

DOUGLAS, Ariz., Dec. 16.—The opening day program of the annual county fair was enlivened this morning by a spirited sparring match just outside the entrance to the fair grounds. The impromptu participants, "Simple" Simon, champion pie-eater of Arizona, and a prominent pie vendor whose name was withheld, were separated by spectators and turned over to the police.

"He hit me first," Simon told the police magistrate. "I was on my way to the fair when I met him. 'Let me taste your ware, mister,' I said. He demanded a penny. I had no money and told him so. Then he pasted me in the nose and I hit back."

Both were fined \$15 and released upon their promise not to resume hostilities.

CORRECTION

EDITORS: In Simon story eliminate nickname "SIMPLE" and, about 20 from end substitute "STRUCK" for "PASTED" as sent. UNDESIRABLE SLANG.

PHILADELPHIA, Dec. 16.—(SUB)—Attracted by the barking of a faithful dog that refused to leave its mistress, even though near starvation, field workers for a welfare organization today found an elderly woman, known only to her neighbors as "Mrs. Hubbard" and "Mother Hubbard," near death from lack of food.

Mrs. Hubbard, it was said, had gone to her kitchen this morning in search of a bone for the dog. Finding the cupboard bare, she is reported to have fainted, partly from exhaustion and partly through grief over the discovery that the dog would have to go hungry. Three local butchers have promised to furnish the dog with all the bones the animal wants as a reward for its loyalty and devotion. Mrs. Hubbard is being cared for by the charitable organization.

LOS ANGELES, Dec. 16 (FOLLOW HUMPTY-DUMPTY LONDON)—Humpty-Dumpty, court favorite, reported near death as the result of falling from a high wall in London, was for several months last year a member of the local film colony. His last picture, "Flaming Eggs," is now being cut and titled here and will be released in a few weeks.

CORRECTION

EDITORS: In Los Angeles follow Humpty-Dumpty eliminate last sentence beginning "His last picture, etc." ADVERTISING.

HOT SPRINGS, Ark., Dec. 16.—Stories of a wild midnight revel staged by hilarious cats, dogs and a high-jumping cow in the vicinity of Hey Diddle Diddle, near here, are being investigated today.

Weird accounts of the purported party were told this morning by persons claiming to have been witnesses of the orgy.

"I could see them plainly from my bedroom window," said one resident. "One of the cats was playing a fiddle. Suddenly a cow started dancing to the cat's music. As I watched them, hardly believing my eyes, the cow jumped right over the moon! A little dog started laughing at the sport. Then I heard some commotion in my wife's silver chest and saw a dish run away with a spoon it had coaxed from the chest!"

The scene of the revel, those claiming to have been witnesses said, was the spot where a duel to death was fought by two rum-runners several years ago.

LONDON (ADD HUMPTY-DUMPTY)—An hour after the body was found, attending surgeons and physicians announced they entertained little hope for the recovery of Humpty-Dumpty. The force of the fall from the high wall had broken the body into several pieces, some of which were found several yards from the torso of the victim.

KILL KILL

EDITORS: In last add Humpty-Dumpty eliminate last sentence referring to condition of victim's body. GRUESOME and UNNECESSARY.

BALTIMORE, Md., Dec. 16.—Hundreds of women awaiting the arrival of a ferry at the new Hickory Dickory dock here were thrown into a panic at noon yesterday when a mouse ran across the waiting room and into the big clock. Hardly had the frightened women collected their wits, when the big clock struck one and the mouse ran down and across the floor again.

KILL KILL

EDITORS: Kill Baltimore mouse story. TRIVIAL.

CORRECTION

EDITORS: In Jack and Jill story about 75 down, make it read: ". . . fell down and SUSTAINED WHAT PHYSICIANS DIAGNOSED AS A COMPOUND FRACTURE OF THE SKULL," not "broke his crown" as sent.

RENO, Nev., Dec. 16.—(SUB)—Jack Spratt would eat no fat; his wife would eat no lean. They frequently quarreled across the family board and at last decided it would be best to separate, each to eat as he or she desired. The Spratts arrived in Reno last night to launch divorce proceedings.

But after the court had called their attention this morning to the fact that their divergent tastes for meat really meant a reduction in the amount of food wasted and would serve to cut down the high cost of living, Mr. and Mrs. Spratt forgave each other, embraced and walked arm in arm from the court, promising that in the future they would eat the platters clean, betwixt and between them, and quarrel no more.

KILL KILL

EDITORS: Kill Hot Springs animal revels story. EXAGGERATED and IMPOSSIBLE.

BELGRADE, July 5 (MAIL CORRESPONDENCE)—The secret of the late King Cole's longevity has been found in old court documents, recently discovered. When the merry old monarch felt his years, the documents reveal, he would call for his pipe, his bowl, and his fiddlers three.

CORRECTION

EDITORS: In King Cole story make end of last sentence ". . . and his THREE MOST ACCOMPLISHED VIOLINISTS."

LONDON, Dec. 16 (LEAD ALL HUMPTY-DUMPTY)—Shoulders draped in royal purple and shoulders draped in rags were bowed with grief today over the passing of one of the empire's most beloved characters, Humpty-Dumpty, favorite alike of royal households and the most humble homes.

Humpty-Dumpty fell from a high wall near Buckingham Palace early today. Although all the king's horses and all the king's men were massed in a last minute stand against death, efforts to keep burning the tiny spark of life that flickered through the badly mangled body of the once jovial court favorite were unavailing. The theory of foul play was dissipated by later evidence that firmly established that Humpty-Dumpty's fall from the wall had been entirely accidental.

A second tragedy was narrowly averted when the Prince of Wales, riding to the scene of the accident at top speed, was thrown from his mount. He escaped, however, with slight injuries, and continued to the hospital on foot after ascertaining that his horse was not hurt.

THIRTY

NEXT WEEK—Filing the Bible

New York Herald Tribune Aids Blind

The *New York Herald Tribune* is staging a benefit theatrical performance Dec. 7, in co-operation with Flo Ziegfeld at the Selwyn Theatre to help its radio fund for the blind. The Herald Tribune has already raised more than \$10,000 for the fund, which was inaugurated by the American Radio Association to be used for installing a radio set in every blind person's home. Newspapers throughout the country are co-operating.

Seested Wins Libel Suit

Frank C. Seested, circulation manager of the *Kansas City Star*, was awarded \$1 damages in his suit against F. G. Bonfils, publisher of the *Denver Post* and former owner of the *Kansas City Post*, asking \$200,000 for alleged libel. The suit was filed in 1921 and claimed damages for articles published in the *Post* prior to the present ownership.

To Discuss "Is the Press Kept?"

"Is the Press Kept?" is the subject to be discussed at a dinner to be given by *The Nation* at the Fifth Avenue Restaurant, 200 Fifth avenue, New York, Friday, Dec. 12. Speakers will be Herbert Bayard Swope, executive editor of the *New York World*; Ernest Gruening, former managing editor of the *Boston Traveler*, the *Boston Journal*, and later associated with the *New York Tribune*, and William G. Shepherd, of *Collier's Weekly*. Oswald Garrison Villard, editor of *The Nation*, will preside.

Preparing Second A. B. C. Blue Book

The second edition of the Periodical Publishers' A. B. C. Blue Book will be issued on Feb. 15, containing the Publishers' statements of circulation of magazines and periodicals, agricultural and business publications for the period ending Dec. 31, 1924.

Newspaper Advertising

The Kind That Is Read



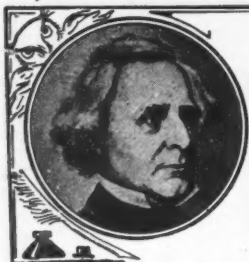
Through the Detroit News it is possible to reach practically every one in this great territory—a feat unequaled by any other medium, newspaper or otherwise, in any city of Detroit's size.

NEWSPAPERS record the immediate. A week old journal may be a welcome visitor in an Alaskan mining camp, but today's news today is the demand of the modern man or woman. And who postpones the reading of Wednesday's paper until Friday? That is why newspaper advertising is the most direct method known for increasing sales. The newspaper has to be read—advertising as well as “reading

matter” for advertising in the newspaper is news in a very great sense. No housewife would admit passing by the advertising of her sources of supply. It would be tantamount to an admission of inefficiency, waste and extravagance. The newspaper is the first shopping guide of every responsible citizen as it is the first guide in politics and in general knowledge. Use the newspaper to cover the Detroit field.

The Detroit News

Greatest Circulation Week Day or Sunday in Michigan



NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS

By ALBERT EVANDER COLEMAN—41 Years on the New York Herald staff

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As an active member of the New York Yacht Club, Mr. Bennett took a prominent part in the Club's cruise and races. Frequent discussions as to the yachts' seaworthiness, and ability to go on long voyages, finally led up to the famous winter yacht race across the stormy Atlantic ocean. George and Frank Osgood bet Pierre Lorillard, Jr., and others \$30,000 that their yacht, the "Fleetwing," could beat the latter's yacht "Vesta" in such a contest. The challenge was promptly accepted and the stakes of \$60,000 cash put up. Mr. Bennett and some of his friends then made up a cash fund of \$30,000, and the "Henrietta" was duly entered as the third competitor.

The three yachts were towed down from the upper bay, accompanied by a steamboat crowded with the elite of New York society, eager to see the start of this unique and thrilling race in cockle shell boats through raging winter seas. James Gordon Bennett, Jr., was conspicuous on the deck of the "Henrietta," cap in hand, acknowledging the greetings from those on the steamer, with a politeness that "excited fresh outbursts of enthusiasm."

The start took place at 1 p. m., on Dec. 11, 1866. Captain Samuels was second in command of the "Henrietta," and possessed special qualifications for the job, as he was the most dare-devil skipper that ever sailed a packet ship, and had broken all records by driving the old "Dreadnought" across the Atlantic in 13 days, 8 hours, from New York to Liverpool! The sailing master was Martin J. Lyons, already noted for his skill, while there were 14 able seamen and eleven others in the crew, including two cooks, one of them being a hotel chef, specially hired for the voyage. The yacht's larder was stocked with the choicest of viands, while lockers full of wines, liquors and cigars provided stimulation for all aboard. As old Cap. Lyons once remarked:

"We lived high, with the best of everything to eat and drink, including the choice Chateau Margaux wine, stored aboard by the case. Cigars a plenty for everybody aft, and free pipes and tobacco for all for'ard."

The "Henrietta" led at the start and the yachts soon lost sight of one another, and so continued for the entire voyage, due to their following different courses. The "Henrietta" had a stormy passage, but due to skilful handling met with no mishap, except that in a gale, a great wave broke the cabin skylight. The "Fleetwing" was less fortunate, losing several of her men overboard. Mr. Bennett went on regular watch with the officers, taking more than his share of the strenuous duty on deck, in freezing weather, with great waves dashing over the rail, and through all the discomforts of a winter voyage.

The "Henrietta" won the race, passing the Needles on December 25, and anchored opposite Osborne House, at Cowes, Isle of Wight, where Queen Victoria was then staying for a few days. The Royal Yacht Club fired a salute of eleven guns in honor of the victor, while on arriving, her crew gave three hearty cheers and a "tiger" for the "Henrietta," Mr. Bennett and Captain Samuels. She had made the voyage in the remarkably short time of 13 days, 21 hours and 55 minutes, and congratulations poured in on the lucky owner from all sides. The other yachts came trailing in many hours after the winner. Queen Victoria, who was deeply interested in such a daring race, viewed the yachts from the shore and waved her handkerchief at the "Henrietta."

A grand banquet was given at Cowes on December 29 in honor of the yacht owners, and later Mr. Bennett and Commodore McVickar of the New York Yacht Club had a personal interview with the Queen and afterward dined with the Duke of Edinburgh, when a match race between the "Henrietta" and the Duke's yacht, the "Viking" was discussed.

Mr. Bennett at the banquet, on rising to respond to the toast "To the Winner," was received with repeated acclamation, and in a few brief sentences expressed his thanks for the great and generous kindness with which he had been received:

"The reception they had met with was unspeakably gratifying, and such as none of the American gentlemen who accompanied him ever dreamed of. I shall always cherish a grateful recollection of your kindness."

Mr. Bennett with characteristic prodigality, offered his yacht, complete, with all her equipment as a New Year's gift to the Duke (Prince Alfred), but the latter declined the offer, saying he could not accept such a costly present, and trusted that the famous yacht might long continue in the hands in which she had accomplished such a triumphant success.

Mr. Bennett then announced his readiness to accept a challenge to sail a race with any yacht on that side of the Atlantic. He later proceeded to Paris, where he was a guest at the grand ball given by Emperor Napoleon and Empress Eugenie at the Tuilleries, on the night of Jan. 16,

1867. Mr. Bennett was presented to the Emperor by Major General Dix, United States Minister to France.

"Ah," said the Emperor, in very good English, "I have been very much interested in the yacht race and congratulate you, Sir, upon your success. Was it not rather a bold experiment?"

"All experiments are bold, Your Majesty," replied Mr. Bennett.

The Emperor smiled one of his grim, sphinx-like smiles, and looked at Mr. Bennett as if half doubting whether he had not received a useful suggestion with a valuable moral from the young yachtsman.

The Empress greeted Mr. Bennett very graciously, asking: "Was it dangerous, your voyage?"

Bennett replied that it probably seemed more dangerous to those who heard and read of it, than it did to those on board, to which the Empress replied:

"I should not feel inclined to take such a trip, but hope to pay a visit to your yacht."

Mr. Bennett was entertained at a complimentary dinner given by his American friends on the following evening, Major General Dix being present, and great enthusiasm was manifested. Mr. Bennett, on rising, was greeted with storms of cheers, continuing several minutes.

(To be continued next week)

MORNING PAPERS
THE

GET ACTION
SAME DAY

FOOD

CONSISTENT with the growth of food advertising, The Enquirer has kept pace—and presents the following interesting data to agencies, food manufacturers, canners and packers.

- 1st A daily circulation which covers the upper and the big, strong middle classes—the classes that earn 82% of the total income of Cincinnati.
- 2nd Editorial cooperation and food chats, menus, etc., in our "Home Forum" that has widespread interest.
- 3rd Cooking school and demonstration as to balanced food values, etc., for which we hire the largest hall in the city—and still turn many, many women away.
- 4th Grocers, delicatessens and druggists follow Enquirer leads—and read "The Merchandiser" for news of advertising appearing or scheduled.
- 5th The Enquirer comes closest to bringing manufacturer, dealer and consumer together in the Cincinnati market.

L. A. KLEIN
Chicago
New York

R. J. BIDWELL CO.
742 Market Street
San Francisco

The
**CINCINNATI
ENQUIRER**
One of the World's Greatest Newspapers

ONE CENT A LINE

For Each 6,000 of Circulation
 For the Best Type of Circulation and in
 A Newspaper Magazine Printed in Rotogravure

THE NEW YORK TIMES MAGAZINE SECTION

ORDERS FROM 13 STATES

December 3, 1924.

The New York Times:

I want to express my appreciation of the value of advertising in the Magazine Section of The New York Times. I sell a specially cured Virginia Ham, prepared after my own recipe, which I have never before advertised. An advertisement of 42 lines in the Magazine Section of November 2, 1924, brought me orders for 50 hams ranging from ten to fifteen pounds each, at 75c a pound, plus parcel post carriage. Orders reached me from thirteen states and are still arriving, even from California.

HUGH R. MILLAR,
 Front Royal, Va.



RESULTS EXCEEDED EXPECTATIONS

December 4, 1924.

The New York Times:

The results from our advertisement in the Magazine Section of the Sunday edition of The New York Times of Nov. 2 were most gratifying and exceeded our expectations. We had been opposed to magazine advertising, as we had never been able to trace any direct results, but this time we got what we were looking for—direct results in our store sales department, and our mail orders are continuing to pour in to us daily.

We will make use of The Times Magazine Section again when we advertise our horticultural goods.

The Macniff Horticultural Co.,
 Inc., Robert W. Macniff,
 196 Greenwich St., New York.

The Magazine Section of the Sunday edition of The New York Times has the lowest rotogravure advertising rate per thousand in the United States—and this for a circulation of the highest quality—Times quality.

It has a net paid sale of more than 600,000 copies, over 400,000 of which are bought in the metropolitan district and within 150 miles of New York. Its distribution in and outside this zone is in 9,000 cities and towns in every state.

The Magazine, a wire-stitched tabloid section, is part of the Sunday edition of The Times—a newspaper bought and read for

news and information to be had in no other publication, and it is a magazine with a New York interest.

The quality of its articles is that of the highest class magazines, and it has the additional advantage of following fresh upon the news. Its illustrations are in rotogravure, the most beautiful of printing processes.

Advertisers get prompt and large results—the final proof!

Advertising rate \$1.00 an agate line, \$1030 a page; one cent a line for each 6,000 circulation. Lowest advertising rate for best quality of magazine circulation.

RENAUD ATTACKS NEWSPAPER CYNIC MYTH

Cynical News Man Doesn't Exist, Says N. Y. Herald Tribune Veteran, Who Maintains That a Bored, Indifferent Attitude Defeats Success—Kindly, Humorous Outlook Is Best, He Holds

By PHILIP SCHUYLER

AN eraser was put to good use the other day by Ralph E. Renaud, assistant managing editor of the *New York Herald Tribune*.

"There's no such thing as a cynical newspaper man," he said, applying his eraser.

It was a mystic eraser, quite invisible and quite magical, too.

Mr. Renaud, in his own convincing, and at the same time whimsical way, had simply taken a philosophical bit of art-gum from his brain pocket to delete one word from the stereotyped and hackneyed description of a newspaper man.

And, during the subsequent conversation, he continued to erase much of the unpleasantness from newspaper work, making the business seem, as it should, one of the choicest professions ever invented by man. He did a neat job, leaving no ugly traces.

The first sweep of the rubber made "cynical" with all its connotations disappear.

"But—" I who was the sole witness to the procedure attempted to remonstrate. "Oh, of course they may think they are cynical," he interrupted. "They usually do—especially the young ones."

"And they may be hard-boiled. They usually are—if they've been in hot water often enough. And they can't afford to be gullible."

"But cynic implies boredom, misanthropy, disinterest. Cynic means one who is contemptuous from the height of an imagined superiority."

"A newspaper man who is bored with life, people or events, or feels inclined to look down upon and sneer at them, might as well step down and out. A newspaper man to succeed must remain interested in everything. He must keep his mind active and, I suppose, his arteries unhardened."

Renaud's conversation is dawn-colored, full of optimism. Words come from him like clouds, reflecting a rainbow. He is, perhaps, the *Herald Tribune's* happiest, handiest, handy-man. For eight years he has been on the job there, ready and willing to take over any assignment given him. Recently he conducted Don Marquis' column, "The Lantern" and filled the bill to a turn. He has been copy reader, too, and reporter on occasion, while continuing to function as assistant to Julian Mason, managing editor. His daily running comment at the time of the Republican and Democratic National Conventions attracted considerable attention.

"I believe," he said to the writer once, "in putting as much human nature as possible into our newspapers, instead of having them a mere coldly formal resume of the news—putting it right through the headlines and captions down into the body type."

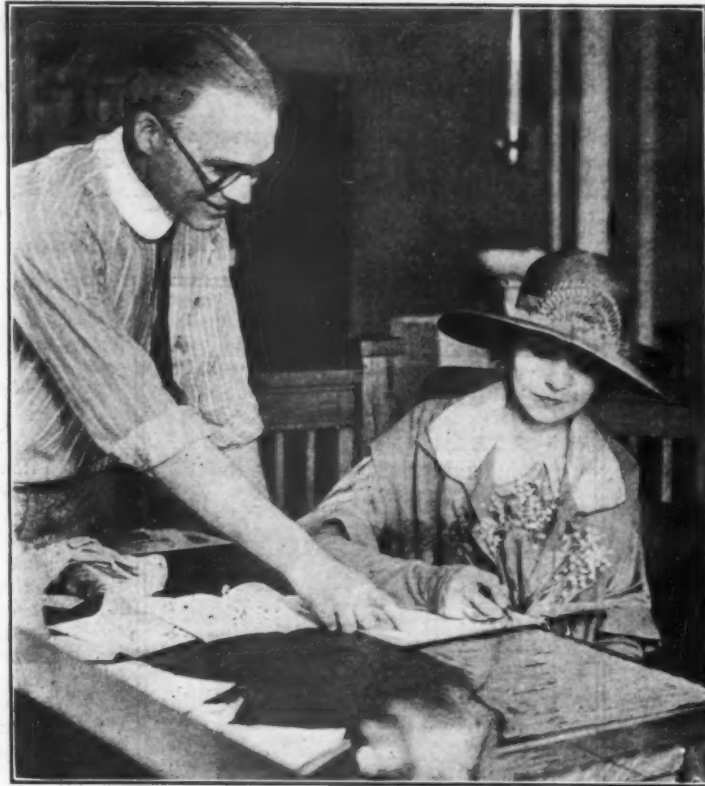
"One touch of nature, you know," he quoted, "makes the whole world grin."

"A newspaper, I think, should develop a kindly, humorous attitude towards life. Humor is merely a quick perception of incongruities. And that's just another way of saying 'a sense of proportion.'"

"Men and women are vastly more interested in the healthy reactions of other men and women than they are in the putrid details of the latest scandal. And when you really try to write your news for living, breathing men and women instead of for mere automatic, or synthetic readers who want nothing but the wrung dry facts, you are going to make a friendly and attractive newspaper."

"Reporters to my mind should be more than just go-getters. They should have a mellowed, even something approaching a universal outlook, far from cynicism, and a measure of taste which can only be described as 'quality.'"

"Executives on newspapers, I often think, have as close a contact with human nature, though a different one, as reporters do. And it would be interesting if



Ralph E. Renaud shows Miss Lillian Gish.

they would emerge from behind the cloak of anonymity to write more often under their signatures—if they can pry a signature out of the night desk. A reporter reveals what he gets from his exterior contacts, while an executive might reveal some of the inner convictions and opinions distilled from years of more or less silent observation. After all, there is no reason why the men who put the paper together every day instead of writing it, ought not to say something themselves occasionally. The reporters, who hear them in the sanctum, say they know how to make it snappy.

"Briefs and short stories should be handled as carefully as the bigger stories each day. An editor, I believe, should see to it he has a most capable and sympathetic re-write staff. He should strive to give all copy that comes into his office a touch that belongs distinctly to his newspaper. Of course he can't do this at the expense of the news, because news must be thoroughly digested, freely and accurately reported and well displayed."

"But, where a paper could be made a mere record of what has happened—a sort of 'minutes of the meeting' affair—it ought to be a mirror of color as well as form."

Here Renaud interrupted himself to protest his own optimism.

"I don't mean to imply," he said, "that the present fades in comparison with the good old days. Not a bit of it. The newspapers of today are better than ever before. They are much more finished, more suavely sure, more poised, more complete. The pompous, florid, verbose style of writing is fortunately almost gone."

"The newspaper is the average man's university; and the newspaper of today is reflecting the present tendencies of the more formal universities. It is endeavoring to humanize its curriculum."

"No university nowadays is content to stuff its students with the mere dry bones of fact. They try their best to give the

students the full significance of what they teach, set in its proper relation with the world in which we live."

"More and more, it seems, newspapers are using this subtle educative force, while realizing their responsibility fully."

"Of course their relation towards readers is not that of a teacher. Spare us from a didactic newspaper! Rather they are becoming like amiable friends. If an editor expects his newspaper to qualify as its readers' companion, he must watch his readers and study them."

"Put yourself in your readers' place. You know your readers, or the type at least you would like to have."

"Give them what they want to read, the way they want to read it."

"The same old impossible order," I objected. But Renaud was ready with reply.

"It is not impossible," he said, "to keep in close contact with your readers." I recognized again the use of Renaud's eraser as he continued:

"Make your readers your companions. Make your newspaper talk as you would to a companion of your own sort. There's no earthly reason for being owlishly dull, when you can just as well be gay and pleasant."

"It naturally depends upon the editor, an editor who has the so-called instinct—an instinct probably acquired. I say 'acquired' because if he doesn't acquire it, he hasn't got it—and that's that."

"Such an editor is probably nothing more or less than a man or woman with average active intelligence, vitally interested in the many sides of life—vibrantly interested."

"An editor who works on rules is a fool or a nut. If it were possible to chart editorship, you could teach it in twelve lessons from a correspondence school."

"But after all the circulation of modern newspapers represents an average intelligence constantly turning in fresh interest to countless things."

"The more an editor can box the compass of interest, the more effective he is and the closer he comes to his readers. The interests of an editor should be omnivorous, from science to sport. He must not keep his nose too close to his desk or he will lose the scent. Instead, he should be troubled as much by an instinctive groping for what is going to happen as for what has happened."

"If I were young again," he dreamed, "and wanted to become an editor, I would cultivate an interest in every human being I met and every movement I encountered either in life or in books."

"And to repeat, a newspaper man who is bored with life, people, or events, might as well step out and follow his natural bent, whatever it is, street cleaning or digging ditches."

Renaud, happily, practices as well as preaches. While newspaper work itself remains his chief interest, he has kept that interest alive by delving into other professions, chiefly dramatic.

A product of Washington, D. C., he stuck his inquisitive nose into governmental offices of the capital, while still in high school, as a reporter in the Washington Bureau of the *New York Tribune*. This was in 1899, and thus, although he worked on other newspapers afterwards, Renaud claims to be one of the oldest living employees of Ogden M. Reid's daily.

From Washington, Renaud journeyed across the continent to complete his education at Leland Stanford, Jr., University. While in college he was editor of

(Continued on Page 28)

The Business Men

of your community will value the authentic statements of

ROGER W. BABSON

on the business and financial situation, above any other single piece of news that you can print.

Supplied weekly through the Babson News Service, Publisher's Financial Bureau, Babson Park, Mass.

SPECIMEN RELEASES AND RATES ON REQUEST

CLEVELAND PLAIN DEALER VETERANS ORGANIZE OLD TIMERS CLUB

Forty Three Men and Women With More Than 20 Years' Service Are Members—Erie Hopwood Named President

FORTY-THREE men and two women who have served the *Cleveland Plain Dealer* for 20 years or more gathered around a banquet table at the Hollenden Hotel the evening of Nov. 25, and organized the "Old Timers' Club."

Some of the diners began working for newspapers before many of the present reporters, advertising solicitors and printers were born.

To the spirit of the Plain Dealer organization and the formation of the club,

John Hoffman, first vice-president; J. H. (Jack) Mills, second vice-president; William G. Vorpe, secretary, and George R. Agate, treasurer.

The festivities started with a skit, in which Messrs. Hopwood, Hird, Vorpe, Mills, Henry P. Edwards, H. D. Ashby, W. R. Rose, and Archer H. Shaw took part. Mr. Hopwood, in knee pants, red wig, toy balloons, and mouth harp, assumed the role of the stammering neophyte who sought admittance to the effete



From left to right: William G. Vorpe, Sunday and feature editor; Jack Mills, assistant foreman of the mechanical department; Arthur H. Shaw, chief editorial writer; W. R. Rose, associate editor; U. W. Hird, credit manager; H. P. Ashby, superintendent of the mechanical department; E. C. Hopwood, editor in chief; Henry P. Edwards, sporting editor.

Elbert H. Baker, president; George M. Rogers, general manager, and Erie C. Hopwood, editor, paid tribute.

"I do not believe there is a newspaper in America that can produce 45 men and women who have the intelligence, the good looks, the energy and the companionship of this crowd," Mr. Baker said in addressing the group.

Mr. Rogers, in his speech, declared that "most of the trouble in this world is caused because people do not know each other."

"We have come to the realization of the human equation—that folk are folk and not pieces of mechanism. The old conception of a great personality overshadowing the newspaper organization is past. The Plain Dealer has reached its place today because we all had faith in our proposition, stuck to it day by day, and were willing to make all manner of sacrifices to see it through, no matter in what department."

Miss Martha Dickinson, cashier, one of the two women members; U. W. Hird, credit manager; and V. C. Post, day composing room foreman, were also among the speakers.

Election of officers resulted in the naming of E. C. Hopwood, president;

club. Mr. Rose was "Old Man P. D.," with waist length whiskers and ecclesiastical delivery. Ashby, Hird and Shaw represented the "Bull Dog," all Ohio and 7 o'clock editions, and Vorpe, Edwards and Mills were corporals of the guard.

The club consists of the following persons (length of service in years follows name): H. D. Ashby, 29; Mort Moeder, 27; J. H. Mills, 36; F. E. Hoffman, 39; F. C. Mason, 28; V. C. Post, 37; W. S. Wanner, 39; F. D. Cass, 32; J. D. Schlabach, 21; C. M. Beerer, 20; E. S. Houghton, 22; William Grob, 21; Louis Rasch, 39; F. W. McKearney, 39; C. E. Snedeker, 32; E. W. Ingraham, 22; A. G. Chipchase, 26; H. F. Helms, 21; H. W. Longsdorf, 32; H. S. Fudge, 22; C. C. Sharpe, 27; John Zimmer, 20; E. C. Hopwood, 22; A. J. Craig, 32; H. P. Edwards, 23; A. H. Shaw, 22; C. T. Robertson, 23; W. R. Rose, 28; W. G. Vorpe, 23; J. H. Donahey, 24; U. W. Hird, 26; Mrs. Tilla Neff, 24; J. J. Kirk, 25; R. S. Piper, 20; Thomas Gebbie, 21; F. Berry, 21; George Riegler, 21; John Hoffman, 25; Fred Uhl, 23; Walter Frey, 22; George R. Agate, 39; E. H. Baker, 26; George M. Rogers, 26; Martha L. Dickinson, 21; Fred Reigler, 20.

DAILY PAPERS FROM OTHER CITIES
HOTALING'S NEWS STAND
 BROADWAY AND 43RD ST.
 NORTH END THE TIMES BUILDING

"Perhaps the most cosmopolitan spot in New York City is Forty-third Street and Broadway . . . Here is a mammoth news stand which sells newspapers from every city in the world. . . Every town has similar stands, but none as huge as this, and none as varied and as picturesque in its patronage."

—Boston Transcript, Oct. 29, 1921.

HOTALING'S NEWS AGENCY, 308 WEST 40th STREET, NEW YORK

Experience The Best Teacher

Has taught American exporters that the best advertising medium in Japan is

THE JIJI SHIMPO

時事新報

The explanation is readily apparent to all who have examined carefully the comparative status of newspapers in Japan. There are journals which cater to one political party, to the literati, to gay circles and even to the rikisha men and coolies. But The Jiji Shimpo is known throughout Japan as the Empire's foremost NEWSpaper and the favorite in business circles. The Jiji's circulation is greatest among prosperous Japanese. Its typical readers are found among those progressive Japanese who lead the way in the introduction of foreign goods in our country. To interest them is the foreign salesman's first requirement.

J. P. Barry, an authority on Far Eastern advertising, represents the Jiji in the American field. Mr. Barry is thoroughly equipped to assist you in planning your advertising campaign in Japan, and will take pleasure in serving you in every possible way. Communicate with him at

JAPAN ADVERTISER SUITE

342 Madison Avenue

New York City

THE JIJI SHIMPO
Tokyo

"In Japan, the Buyers Read The Jiji"

N. Y. PICTURE EDITORS HAIL RADIO PHOTOS

"Most Wonderful Newspaper Innovation of This Age"—Mirror Issued Extra on Receipt of First Prints

Photodiagrams, the Ranger invention of the Radio Corporation of America, successfully tested Nov. 30, between London and New York, were hailed as the "greatest newspaper innovation of the age", by picture editors of New York this week.

"The day of news in pictures—of more pictures and less text, from every part of the world is rapidly approaching", declared Charles M. Graves, editor of the *New York Times* Sunday Rotogravure and the *Times Mid-Week Pictorial*.

"It has been on the way from many directions for months, even years. It has been in the air all around us, and every editor who thinks in terms of pictures knew and felt it.

"The recent remarkable transmission of photographs across the Atlantic is just one step—a long one—forward. It isn't perfect yet and won't be for some time to come. But it will come in perfected form eventually, just like the telephone and telegraph."

Picture editors of New York's three daily tabloid illustrated newspapers, were particularly enthusiastic in regard to the new invention.

"The importance of the *Daily Mirror* attaches to the radio reproduction of pictures is illustrated by the fact that we issued an extra on receipt of the first prints and were the first newspaper in the world to appear on the street with the subject," A. W. Elliott, picture editor, said.

"This paper also was the first in America to publish the likenesses of the principals in the recent English black-mail case and I am certain had it been possible at the time, we would have wel-

comed radio pictures in advance of the real thing.

"The heightened competition resulting from the rapidly expanding picture paper field and mechanical improvements in the process will make radio reproductions both common and cheap within five years, in my opinion, color reproductions will also come soon."

Ryan Walker, picture editor of the *New York Evening Graphic*, went even further in his predictions.

"It will absolutely revolutionize the picture world within a few years", he said.

"Naturally when it is more developed, the invention will be of tremendous value to the picture papers", said William J. White, picture editor of the *New York Daily News*. "As it stands now portraits are reproduced better than news pictures; and what we need is rapid transmission of detailed news scenes, which will tell a real story."

"The most wonderful newspaper innovation of the age", was the comment of Martin Casey, picture editor of the *New York American* for the past ten years. He called attention to a comparison made in his newspaper between the telephotograph of President Coolidge wired to New York from Cleveland and the same photograph transmitted by radio from London.

"I noticed very little difference between the two", he declared. "The most striking difference being that the photodiagram was made up of wavy lines and the telephotograph of straight lines.

"The invention is still in its infancy", he concluded. "But I look for perfection in the early future."

A more pessimistic attitude was taken from the rotogravure viewpoint. While admitting it was a great benefit to publishers of black and white pictures, Richard Clark, the *New York World* rotogravure editor, declared that photodiagrams must "go a long, long way beyond what they have so far to aid the roto editors."

Frank A. Eaton, rotogravure editor of

the *New York Herald Tribune*, said: "It is only 25 per cent perfect now; the photodiagram must become 75 per cent perfect, at least, before it will be of any value to rotogravure editors."

"Editors of rotogravure sections", he pointed out, "were looking for better pictures all the time, considering their perfection often rather than their timeliness."

COMPLETES 30 YEARS' SERVICE

Alliance (O.) Review Staff Fetes Hoiles—Veteran Woman Writer Honored

ALLIANCE, Ohio, Dec. 2.—Thirty years ago, on Dec. 1, 1894, Frank A. Hoiles assumed the management of the *Alliance (O.) Review*, Alliance's only newspaper.

In the 30 years four rival papers have been absorbed by the *Review* leaving it alone in the field as a daily since 1915.

On the evening of his 30th anniversary, Mr. Hoiles played host to 60 of the plant employes and their families at his home in South Union avenue. A gold watch with a solid gold make-up rule as a charm was presented to Mr. Hoiles.

Closely linked with Mr. Hoiles in the

development of the *Alliance Review* were Miss Fannie B. C. Paxson, for 35 years a reporter, and R. E. Morris, pressman for 38 years. The three—veterans of the craft in Alliance—are still in harness.

If all the personals written by Miss Paxson in her long career would be tacked end to end they would encircle the globe several times. It's harder to get 'em now, though, Miss Paxson says. Before the automobile came Miss Paxson's beat at the railway station was a rich field for personals.

A. A. C. W. Advertises Advertising

The Associated Advertising Clubs of the World has completed a new series of advertisements advertising advertising. They will be ready for distribution to newspapers shortly, it was announced.

Becomes 7-Day Paper

The *Orlando (Fla.) Sentinel* has started a Monday morning edition, making that newspaper a 7-day paper.



MISS F. B. C. PAXSON



Ludlow Helps Sell Display Advertising

IF you have a Ludlow in your plant and your competitor has none—you have the big advantage; but, if your competitor uses a Ludlow and you do not—he has the big advantage over you.

This big advantage the Ludlow system creates is one that takes into consideration the interests of the advertiser. With the Ludlow system you can cast an unlimited quantity of display type-on-slugs as you need it, and with printing faces that are always new. This means clean, sharp, clearly-printed ads in every edition—ads that please the advertiser and create favorable impressions upon the reader.

In the matter of type sizes and selection of faces you can, with the Ludlow, always give your advertiser what he wants. It never becomes necessary to procure additional supplies of single type that quickly become worn and battered, nor to tell your advertiser that he cannot have what he wants because the type matter is tied up in some other form."

The *Decatur (Illinois) Review* writes:

"We have received many pleasing comments from numerous large advertisers upon the splendid set-ups we are able to give them because of the Ludlows. This is evidenced by the fact that practically every large advertiser in the city sends his copy to the *Review* for the original set-up."

The Ludlow system offers a wide range of beautiful, well-proportioned typefaces from 6 to 60 point, including bold and extended. It is absolutely the fastest system for setting run-of-the-hook display copy.

We will gladly tell you more about the Ludlow system for increasing the advertising value of your paper.



Ludlow Typograph Co.

2032 Clybourn Avenue
San Francisco Hearst Bldg. CHICAGO World Bldg. New York

LUDLOW QUALITY COMPOSITION

THE POTTSVILLE REPUBLICAN

Net paid A. B. C. Circulation* Guaranteed—12,589 copies per day.

POTTSVILLE MORNING PAPER

Net Paid A. B. C. Circulation* Guaranteed—3,354 copies per day.

Covering Pottsville and Schuylkill Counties—the greatest coal region in the world—with a diversity of industrial interests absolutely second to none in any busy city on this Continent of 25,000 population. The center of a market area embracing more than 100,000 people within a six mile radius of the city of Pottsville.

Here the Reading and the Pennsylvania Railroads have busy shops, active train dispatching points, splendid passenger service, and with the Lehigh Valley, Jersey Central, Lehigh & New England, Delaware & Hudson, Lackawanna and other nearby railroad traffic connections give the Pottsville section unsurpassed freight and passenger railroad facilities.

Pottsville and Schuylkill Counties have nine daily newspapers—a situation that does not exist the world over—and of these papers the Pottsville Morning Paper and the Evening Republican easily lead the procession with more bona fide net paid circulation than all the others combined.

The Only Two A. B. C. Papers in the Entire Section
COVER RICH POTTSVILLE FIELD COMPLETELY

By Using the

POTTSVILLE MORNING PAPER

and

POTTSVILLE EVENING REPUBLICAN

In Combination

J. H. ZERBEY, Editor and Proprietor

*A.B.C. Publishers' Statement for 3 months ending Sept. 30, 1924

"DIVERSITY"

KEY TO SOUTH'S PROSPERITY

The South, with its great wealth of natural resources, with which it could house, feed and clothe the world, offers a market, unequalled and unsurpassed.

The turn from the growing of cotton alone to diversified crops has affected not only every phase of human endeavor in the South, but has been felt throughout the nation.

Although given a place of secondary importance, the revenue from the cotton crop is still of gigantic proportion. For the last ten years the value of the cotton crop has been \$13,406,883,000, or approximately two and one-half times the value of the world's gold and silver production, for the same period.

The great purchasing power of the South is not limited to its agricultural resources. The enormous production of its mines, forests, manufacturing enterprises, live stock industry, fishing and oystering swell this power to a staggering total.

The daily newspapers of the South will help you establish yourself in this most promising market.

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
ALABAMA				GREENSBORO DAILY NEWS			
**Birmingham Age-Herald (M)	33,184	.08	.08	**Greensboro Daily News (S)	21,592	.07	.07
**Birmingham Age-Herald (S)	41,448	.10	.10	**Raleigh News and Observer (M)	29,921	.07	.07
**Birmingham News (E)	75,312	.18	.18	**Raleigh News and Observer (S)	33,403	.07	.07
**Birmingham News (S)	84,135	.18	.18	Winston-Salem Sentinel (E)	14,855	.04	.06
**Mobile News-Item (E)	11,722	.05	.05	SOUTH CAROLINA			
**Mobile Register (M)	20,824	.07	.07	**Columbia Record (E)	16,107	.05	.05
**Mobile Register (S)	33,130	.085	.086	**Columbia Record (S)	15,907	.05	.05
FLORIDA				**Columbia State (M)	24,246	.06	.06
**Daytona Daily News (ES)	2,648	.08	.08	**Columbia State (S)	24,442	.06	.06
**Florida Times-Union, Jacksonville (M&S)	37,584	.10(S,12)	.10(S,12)	**Greenville News (M)	20,190	.085	.08
**Miami Herald (M)	12,800	.08	.08	**Spartanburg Journal (E)	8,940		
**Miami Herald (S)	21,621	.07	.07	**Spartanburg Herald (M)	6,726	.05	.06
**Orlando Sentinel (M&S)	4,473	.035	.035	TENNESSEE			
†St. Petersburg Independent (E)	8,507	.04	.04	**Chattanooga Times (M)	24,185	.08	.08
**Tampa Times (E)	15,176	.05	.05	**Chattanooga Times (S)	24,726	.08	.08
**Tampa Tribune (M&S)	24,783	.07(.04S)	.06(.07S)	†Nashville Banner (E)	54,159	.11	.11
GEORGIA				†Nashville Banner (S)	53,969	.12	.12
**Augusta Herald (E)	15,095	.05	.05	VIRGINIA			
**Augusta Herald (S)	15,554	.05	.05	**Danville Register and Bee (M&E)	12,128	.05	.05
**Macon Telegraph (M)	26,822	.07	.07	**Danville Register (Sunday)	7,184	.05	.05
**Macon Telegraph (S)	27,376	.07	.07	**Newport News Times-Herald (E)	7,326	.05	.05
**Savannah Morning News (M), 21,372 (S)	22,671	.06(.07S)	.06(.07S)	**Newport News Daily Press (S&M)	5,622		
KENTUCKY				**Roanoke Times & World-News (M&E)	24,953	.07	.07
**Lexington Leader (E)	19,395	.08	.08	**Roanoke Times (S)	16,894	.06	.06
**Lexington Leader (S)	19,368	.05	.05	**Staunton News-Leader (M), Leader (E)	6,424	.035	.035
**Paducah Sun (E)	8,616	.04	.04	NORTH CAROLINA			
NORTH CAROLINA				†Asheville Citizen (M)	14,666	.055	.055
†Asheville Citizen (S)	14,540	.056	.056	†Asheville Citizen (S)	14,540	.056	.056
**Greensboro Daily News (M)	24,423	.07	.06	**Greensboro Daily News (M)	24,423	.07	.06

** A. B. C. Statement, Sept. 30, 1924.
 † Government Statement, Sept. 30, 1924.

EDITORIAL

THIS MATTER OF PRIVACY

TURNING from the uproar occasioned by the so-called press invasion of the privacy of individuals by the publication of income tax returns taken from the public records, discussed in this space last week, we have in New York the case of Dr. Grant.

It offers an instructive comparison of qualities of conscience in news editing.

There is no uproar over what happened to Dr. Grant. The *New York World*, however, has commented on the case, raising the question of privacy of such individuals as Dr. Grant, and has declared that "conscientious newspapers would welcome an alert public recognition of what is right and what is wrong in the protection of personal affairs."

A few days ago Dr. Percy Stickney Grant, in his 64th year, since 1893 rector of the Church of the Ascension, entered a hospital, suffering from pernicious anemia. It was a first page story for all New York papers.

Dr. Grant for years has been a very liberal-minded clergyman. In his church he has practiced the principle of free speech. In his congregation one would see all classes of people, dignified Episcopal members, followers of other Gentile denominations, Buddhists, descendants of sun worshippers, Jews, queer old women in shawls, red-skinned men with high cheek bones, shabby kids and others wearing white collars and red neckties.

The clergyman, one way and another, got the reputation of being a "radical." He acquired influential enemies and loving friends. He was always a prime newspaper topic, usually being depicted in hot water.

Everyone remembers the stories that were written about his engagement to marry a rich, divorced society woman, the prohibition of the wedding by the Bishop, and the romantic incident of the finding of a baby waif on the clergyman's doorstep and its subsequent death, while the clergyman and the society woman bowed in grief. The metropolis was kept wondering about these people. It was all more like fiction than fact. Dr. Grant kept on his way, serene enough. His sister lived with him, having been his devoted companion for years.

When Dr. Grant went to the hospital, apparently desperately ill, his congregation gave evidence of love and esteem. The parsonage would be his as long as he wanted it. His salary would be continued. His resignation was held up.

During the first week of his confinement under treatment a scandalous story was circulated, concerning Dr. Grant and a house maid long employed by him. It was in no wise substantiated by any public record. We do not know, and are not concerned, whether it was true or false. The *New York World* is authority for the statement that it was a "cruel and unfounded allegation."

At least two New York newspapers (we do not know how many other newspapers followed) picked up this gutter gossip and published it. The name of the supposed unfortunate girl that Dr. Grant had befriended and employed in his house, and then had made love to, was actually printed.

Dr. Grant sent word from his sick room that it was a cruel falsehood. The statement was published that his friends had urged him to bring libel suits, but that he had shaken his head, saying he would not resist the evil.

Another story published at about this same time indicated, though it did not assert the fact, that Dr. Grant's physical disorders might have broken down his reason. There seemed to be no more justification for setting this rumor loose upon an unsuspecting public than the more infamous act in connecting the clergyman's name with that of the house maid, without any base.

EDITOR & PUBLISHER would fail of its duty if it did not denounce this monstrous piece of newspaper malpractice, ruthlessly committed in violation of recognized canons of journalism.

The *New York World* raises the question of what is right and wrong. The answer is simple. The fine between right and wrong is, or should be, as clear to any editor as it is clear to any gentleman in his place of business or in his home. Back-stairs personal gossip, calculated to ruin the reputation of individuals,



PROVERBS

Chapter XXII-1

A good name is rather to be chosen than great riches, and loving favour rather than silver and gold.

is not repeated, until it becomes a matter of public concern through some action by the public's responsible representatives.

The leading editors of the United States have clearly declared their position in the matter of the right of individuals to privacy. The rule, as set forth by the American Society of Newspaper Editors, is: "A newspaper should not invade private rights or feelings without sure warrant of public right as distinguished from public curiosity."

The case of Dr. Grant does not, unfortunately, stand alone. The newspapers responsible are not, by any means, to be singled out for condemnation. There is a general tendency by many newspapers to pander to morbid curiosity without warrant. Particularly is this true in metropolitan centers. Small cities will not stomach it.

It is our opinion, and we state it for such effect as it may have upon the newspaper as a business, aside from moral consideration, that temporary gains made at the expense of decency, ultimately are registered as definite losses. A newspaper is not that of a single editorship or of a single generation. Readers are people with sensibilities.

"I try to write stuff that is as easy to read as to stop reading."—BRISBANE.

LEE'S PIOUS CONCEIT

CARL C. DICKEY advises us, naturally and properly, that he does not subscribe to Ivy L. Lee's views that the "propriety of propaganda depends upon the honesty of purpose and method by which it is carried on." We erroneously attributed to Mr. Dickey, who is a newspaper man and a good one, this pious conceit, which, in fact, belongs to Lee and none other. It is our own unchanging opinion that the gentleman who pays the press agents' bills will decide all important questions related to "honesty of purpose" of the propaganda issued by said press agent.

December 6, 1924

Volume 57, No. 28

EDITOR & PUBLISHER

Published Weekly by

THE EDITOR & PUBLISHER CO.,

1115 World Building, 63 Park Row, New York

Maslen E. Pew, Editor

Arthur T. Robb, Jr., Managing Editor

Associate Editors,

Warren L. Bassett

Philip N. Schuyler

James Wright Brown, Publisher.

J. B. Keeney, Business and Advertising Manager.

Fenton Dowling, Promotion Manager.

George Strate, Circulation Manager.

Washington: J. Bart Campbell, Homer Bldg.

St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.

Chicago: L. B. Gilmore, 30 North Dearborn Street.

London Editor: Herbert C. Ridout, 10 Radcliffe Road, Winchmore Hill, N. 21.

Paris: G. Langelaan, 34, rue Thiers, Boulogne-sur-Seine (Seine).

Tokyo: John R. Morris, Japan Advertiser.

Toronto: W. A. Craich, 60 Lympstone Avenue, Lawrence Park.

10 cents a copy; \$4 a year; foreign \$5; Canadian \$4.50

DOES IT PAY?

DOES horse racing news pay? Aside from all questions of morals, is it commercially profitable?

Is it legitimate in newspapers published in states where laws prohibit gambling?

Is a newspaper within its rights to publish betting odds that are used by the hand-book and cheap pool-room gentry to justify their traffic among simple-minded folk who fancy that there is such a thing possible as beating this long exposed game?

Is a newspaper in any wise justified in publishing "selections," which in effect means that a dopester in the employ of the paper is attempting to "sell" horses to readers?

Is the circulation gained worth the expense of wire service, composition and first-page displays, crowding legitimate news from the best editions of evening newspapers?

Is this "good" circulation?

Does the average reader of an evening paper want to hunt for the news on inside pages, with racing occupying the choice position of page one?

Do you know how betting odds are made and do you believe that the figures your newspaper publishes daily represent accuracy or legitimate odds?

Is horse racing, as at present constituted in this country, a huge bunk of a gullible public?

We venture to suggest these questions to editors who sincerely strive to publish newspapers in the interest of readers and to publishers who desire to profit from their news service.

Does race news pay?

Stop cutting valuable pulp stock for Christmas trees? Ah, no, sentiment will prevail. For every tree cut to delight children on Christmas thousands are destroyed annually through the neglect of heedless men.

CASHING IN

CRITCHFIELD & COMPANY, of Chicago, advise EDITOR & PUBLISHER of an instance of commercial success in that city which is directly traceable to intelligent and persistent newspaper advertising.

In 1919 the management of the Horder Stationery Stores came to the realization that big city stationers had not seized the natural opportunity to profit from local newspaper advertising. There was a legend among this class of merchants that stationery supplies did not lend themselves to ordinary advertising.

The firm started with modest copy. The volume has been increased every year. In the copy they emphasized the convenience of buying all office needs from their immense stock of 10,000 items. They talked quality and service. They asked for telephone and mail orders and played the seasons for appropriate offerings.

Like magic their business has grown. Every week they show 330 line displays, with larger spreads on special occasions. We have the word of the advertising agency that the business has increased 50 per cent in five years and the company has increased its retail stores from five to eight.

What man is missing a natural opportunity in your city?

To get the facts of life straight in the public mind is the first business of the news chronicle.

ABLE NEWSPAPERMAN

AMBROSE NOBLE MCKAY, whose death occurred recently, was general manager of *The Salt Lake Tribune* for 15 years. His talent and devotion to newspaper service were the rocks upon which that newspaper was built to its present high position in journalism. Mr. McKay started his work as a reporter, in Cheyenne and Denver. In 1898 he was managing editor of the old *Salt Lake Herald*. He was an excellent business man as well as able writer and editor. Warm-hearted, generous, faithful to the public interest, and unflinchingly just and square in his relations, he made many thousands of friends in his home city and became a prominent figure in national journalism. It is not given to many to serve so nobly and so well as he.

PERSONALS

Albert F. Philips, 74-year-old reporter has started a column "As I Remember" in the Salt Lake City Telegram.

Harold M. Olson, city editor of the Winona (Minn.) Republican-Herald is recovering from an operation.

Ferman A. Wilson, formerly with both the Benidji (Minn.) Sentinel and Pioneer is now news editor of the Miami (Fla.) Daily News.

John H. Dreher, who has been convalescing from a serious illness in California for the past year, has returned to his post as golf editor of the Seattle Times.

L. J. Penney, has been named managing editor of the Hendersonville (N. C.) Times succeeding Morris Beale, resigned. Henry Atkins is now news editor.

Robert W. Boyce, sports editor of the Seattle (Wash.) Times, is now conducting a column called "Today's Tides in Elliott Bay." Clifford C. Harrison, of the sports staff has been made sports editor.

A. C. Stallings and W. E. Matthews have assumed charge of the Warsaw (N. C.) Duplin Record buying the paper from O. J. Carroll. Mr. Stallings will be editor and advertising manager, and Mr. Matthews assistant editor and business manager.

Roland E. Shea has been named city editor of the Holyoke (Mass.) Telegram.

E. S. Shortess has resigned as editor of the Vinton (Ia.) Eagle.

William E. Hutches, of the New York Daily News, is in Paris with Mrs. Hutches. Hutches has been doing a series of articles on the American Colony.

Antoinette Donnelly, the beauty specialist writer of the Chicago Tribune and New York Daily News is visiting Paris and will be in that city until Jan. 1.

Gerard C. Griswold, feature writer of the Omaha World-Herald, with Mrs. Griswold has been visiting relatives in Portland, Ore.

Mike Michell, reporter and Martin Aden, artist are running a humorous column in the Honolulu Advertiser.

Frederick O'Brien, author of "White Shadows in the South Seas" visited Honolulu recently en route to Manila to gather material for a novel which will deal in part with Hawaii. O'Brien at one time was city editor of the Honolulu Advertiser.

Charles Eugene Banks, art and literary critic for many years on New York and metropolitan papers has resigned as editor of the Hilo (Hawaii) Tribune-Herald to go to Seattle. Van Hinkley has succeeded him as editor of the Tribune-Herald.

John Beckwith, cartoonist on the Lynn (Mass.) Daily Item, is conducting a class in cartooning and illustrating at the Lynn Y. M. C. A.

Edward A. McAdams, managing editor of the Lynn (Mass.) Telegram-News, and Mrs. McAdams last week observed the 10th anniversary of their wedding.

Joseph E. Chamberlain, dean of the Boston Transcript staff and conductor of the Nomad and Listener column, resigned last week to go to California.

Shelly N. Pierce, San Jose, Cal., correspondent of the San Francisco Examiner, left San Jose recently for an extended tour of the East.

Chauncey Vivian, city editor of the Boulder (Colo.) News-Herald has left newspaper work to enter the oil business.

MARRIED

CHESTER A. LETTS, managing editor of the Cape Girardeau (Mo.) Southeast Missourian, to Mrs. Ruth McBride Harkness, May 6. The wedding was kept secret until last week.

Hamilton Johnson, formerly news editor of the St. Paul Pioneer Press, and now in the same position with the Tokyo (Japan) Advertiser, to Miss Jeannette Wolfe of Cedar Rapids, Ia., in Tokyo recently.

Robert L. Girvin, state editor of the

ASSOCIATION CHIEFS

ARTHUR L. PERKINS, managing editor of the Galveston Tribune, who this week was re-elected president of the Texas Managing Editors Association, has already served seven successive terms in the same capacity with that association. He has been managing editor of the Tribune for nine years.



ARTHUR L. PERKINS

Mr. Perkins started his newspaper career as cub reporter for the Joplin (Mo.) News Herald. From Joplin he went to the Oklahoma City Post, transferring later to Fort Worth, where he became telegraph editor on the Record, winning his promotion to city editor within a few weeks.

In 1908, he went to Galveston Tribune and in three years he had purchased a block of the stock in the newspaper, with Harry I. Cohen. Ten years before Mr. Cohen had worked under Mr. Perkins' direction on the Tribune as a reporter.

Reading (Pa.) Tribune, to Miss Dorothy Deppen, Nov. 22 in Reading.

Charles Burgess Cowell, newspaper man of Providence, R. I., to Miss Lydia E. Beauvais, also of Providence, Nov. 26.

Harry L. Pratt, editor of the three house organs of the St. Paul Dispatch-Pioneer Press, to Miss Marion Engebretson, clerk in the library of these papers, Nov. 25.

Miss Margaret L. McCarthy, associate editor of the Peabody (Mass.) Enterprise, to Michael A. Griffin of Boston, Thanksgiving Day.

Miss Eileen Delaney, society editor of the Seattle (Wash.) Post-Intelligencer, to Louis LeRoy Robinson in Seattle, Nov. 29.

Darrell D. Dunn, city editor of the Madison (Wis.) Capital Times, to Miss Lucile K. Troy of Baraboo recently.

John Bird Childers of the Bristol (Tenn.-Va.) Herald-Courier, to Virginia Stone Hogan, reporter on that paper.

HOLDING NEW POSTS

BRYCHAN POWELL, from city editor, Scranton (Pa.) Republican, to news staff, Scranton (Pa.) Times.

Hal Foust, from San Antonio Evening News street staff, to Houston Press.

J. C. King, from Chicago Tribune staff to automobile editor, Long Beach (Cal.) Sun.

J. F. Massey, from Houston Press reportorial staff, to San Antonio Evening News.

G. O. Davis, from advertising manager, San Louis Obispo (Cal.) Daily Telegram, to the same position with the Porterville (Cal.) Recorder.

Lewis M. Nachman, from Columbus (Ga.) Ledger, to classified staff, Chicago Daily News.

Ralph Spinney, from city editor, Holyoke (Mass.) Telegram, to copy desk, Boston Post.

Arthur E. Calnan, from staff, Brockton (Mass.) Enterprise to staff, Springfield (Mass.) Republican.

R. T. Gardner, from Denver (Col.) Rocky Mountain News to staff, Cheyenne (Wyo.) Tribune-Leader.

W. E. White, from San Antonio Evening News staff to become city editor of the Cuero (Tex.) Record.

C. L. Barnard, from Wichita Eagle, to San Antonio Evening News reportorial staff.

Joseph Kraynik, from sporting editor Bridgeport (Conn.) Star, to staff, Bridgeport (Conn.) Post.

John G. Robinson, from editor, Redwood City (Cal.) Tribune to rewrite man, San Francisco Bulletin.

W. E. Albee, from staff, San Jose (Cal.) Mercury Herald to staff, San Francisco Bulletin.

PRESS ASSOCIATION NOTES

LESLIE D. HARROP, former manager of the United Press Bureau at Lincoln, Neb., has been transferred to the bureau at Detroit, Mich. The vacancy at Lincoln is being filled by F. A. Smothers from the Chicago bureau. Mr. Smothers was formerly with the Kansas City Post.

Wiley Smith, manager of the Chicago Bureau of Universal Service, is on vacation at his home in Gadsden, Ala. During his absence, A. J. Lorenz is in charge.

Vincent Richards, reporter for Universal Service, has returned to the New York office, following a tennis playing trip to the Pacific Coast.

Jessie Henderson, who formerly wrote a daily dispatch from New York for the Consolidated Press Association under the caption "Seven Days in Li'l Old New York," is now writing for the C. P. A. from Paris.

It is estimated that every regular reader is worth \$25.00 to a newspaper. The free information service provided by Frederic J. Haskin, from Washington, D. C., is a builder of good will and has a reader holding power greatly in excess of its cost. Write for terms for 1925.

LAURENCE HILLS, editor of the Paris Herald, the European edition of the New York Herald Tribune, returned to Paris Nov. 29, on the steamer La Savoie, following a month's business visit in New York.

Owen Moon, former publisher of the Trenton (N. J.) Times and Mrs. Moon sailed from New York for a visit in England and on the Continent on the Majestic, Nov. 29. Mr. Moon recently disposed of his interest in the Times to James Kerney, who had been editor and vice-president of the newspaper for 22 years.

E. W. Hoch, former governor of Kansas, recently celebrated his 50th anniversary of the ownership of the Marion (Kan.) Record. Mr. Hoch purchased the paper from C. W. Triplett, in 1874.

Henry L. Stoddard, former publisher of the New York Evening Mail, now associated with the New York Telegram and Evening Mail, sailed from New York this week on the S. S. Belgenland for a cruise around the world.

Thales Coutoupis, editor and owner of the Athens Nea Ellas, one of the leading daily newspapers of Greece, is visiting the United States on a special mission for the Greek government.

IN THE BUSINESS OFFICE

W. C. HUNTER, for the past eight years circulation manager of the Quincy (Ill.) Journal, and the combined newspapers, the Whig-Journal, has resigned. He has not announced his plans.

E. W. Neesé has been named advertising manager of the Waupun (Wis.) Leader.

A. M. Harman has succeeded Arthur O. Loomis as advertising manager of the Portland (Ore.) Telegram.

C. D. Kimball, manager of the Aberdeen (S. D.) American-News, is recovering from a severe illness.

E. F. Rogers, former business manager of the Winona (Minn.) Republican-Herald, is now a telegraph operator for the Associated Press in the office of the Mankato (Minn.) Free Press.

Vernon Johnston, formerly general manager of Orchard and Farm, which recently discontinued publication at Los Angeles and San Francisco, has joined the foreign advertising department of the Forth Worth (Tex.) Record.

E. B. Harris, formerly with the Indianapolis (Ind.) News, has become advertising manager for the Long Beach (Cal.) Sun.

R. C. Swank, assistant cashier of the Peoples-Home State bank at Chanute, Kan., has resigned to become business manager of the Lebanon (Ind.) Daily Reporter.

Hycie Forde, circulation manager of the San Jose News, was a delegate to the annual convention of the California Association of Circulation Managers held in Oakland recently. He was elected a director of the organization.

IN THE EDITORIAL ROOMS

FRANK VREELAND, assistant in the dramatic department of the New York Herald Tribune has resigned to join the staff of the New York Telegram and Evening Mail. He has been succeeded by Ward Morehouse, who has been on the Tribune staff for 5 years.

Peter R. L. Brooks, nephew of Mrs. Charles Dana Gibson, has joined the staff of the New York Herald Tribune as reporter.

Leland Melrose, editor of the Park Falls (Wis.) Herald, has resigned and will engage in newspaper work in Duluth, Minn.

Lawrence A. Blochman, of the San Diego (Cal.) Sun editorial staff, has left for Europe to resume a position as editor of the Riviera supplement of the Paris edition of the Chicago Tribune. Headquarters will be at Nice.

SPECIAL EDITIONS

BOSTON *Sunday Herald*, 32-page rotogravure radio tabloid, Nov. 30.
Des Moines (Ia.) *Register*, annual insurance section, Nov. 27.

Marengo (Ia.) *Pioneer and Democrat* recently issued a 56-page All Iowa County Historical edition.

Mobridge (S. D.) *Tribune*, a 36-page edition commemorating the dedication of the new bridge over the Missouri River at Mobridge.

WITH THE SPECIALS

AMERICAN PRESS ASSOCIATION, newspaper representative, has been appointed to represent in the national field the *Wynne* (Ark.) *Star*, *Anthony* (Kan.) *Bulletin*, *Wilson* (Okla.) *Post*, and the *Pottstown* (Pa.) *Blade*.

CHANGES OF OWNERSHIP

A. L. GRIMM has sold his interest in the Northern Publishing Company, publishers of the *Prentice* (Wis.) *News-Calumet*, to Edgar T. Johnson. Mr. Grimm is postmaster at Prentice.
Amboy (Ill.) *News* has been sold by G. L. Carpenter to Stewart Pettigrew and John H. Millar.

William Headley, of Ponce City, Okla., has bought the *Miltonvale* (Kan.) *Weekly Record*.

Guthrie Center (Ia.) *Bayard Bulletin* and *Bagley Gazette* have been consolidated as the *North Guthrie News*, with publication office in Bayard. F. H. Plumb of the *Gazette* and H. E. Haskins of the *Bulletin* will retain their editorial positions, handling community sections of the paper, which will take over both mailing lists.

Kelso (Wash.) *Kelsonian*, oldest paper in Kelso, has been sold by G. H. Umbaugh, who has been connected with it since it was established 19 years ago, to the Kelso Publishing Company, recently organized by Frank Dallam, Sr., Frank Dallam, Jr., and D. F. McKenna; to publish the *Kelso Tribune*. Both papers are semi-weeklies and will be combined under the name of the *Kelsonian Tribune*. Plans are being made by the new owners to extend it into a daily. Mr. Umbaugh retains the equipment of his office and will operate a job printing establishment.

C. E. Colbert has purchased the *Perry* (Ia.) *Tribune*. C. D. Jones will continue as editor and business manager.

Homer Godding has purchased the *Mount Hope* (Kan.) *Clarion* from Myrtle Woodman Reynolds.

Lewistown (Ill.) *Democrat*, which was founded July 14, 1855, and since that time has been under the control of the Davidson family, passed into new hands Dec. 1, when John L. Eryse, Springfield, Ill., took possession on a long term lease.

Claude Cooper and C. Bennett Brasser have leased the *Williamson* (N. Y.) *Sentinel* from E. R. Scott.

Leon L. Hough has purchased the *Canisteo* (N. Y.) *Chronicle* from Reuben J. Cook. Mr. Hough founded the paper and was its editor until he sold it to Mr. Cook.

E. J. Murray has resumed publication of the *Klamath Falls* (Ore.) *Evening Herald* which he sold nine months ago to Luther W. Rood. Rood has relinquished his interest and turned back the paper to Murray.

Jeff Bailey, Southern newspaper man has purchased a half interest in the Lake Region Printing Company of Eustis, Fla., publishers of the *Eustis Daily Lake Region*.

SCHOOLS

MEMBERS of Dartmouth College's class in journalism last week went to Concord, N. H., where they assisted in editing and issuing the *Concord Patriot and Monitor*. The trip was made under the supervision of Professor Thomas G. Brown.

Eugene Sharp, instructor in the School of Journalism of the University of Missouri and city editor of the *Columbia* (Mo.) *Evening Missourian*, laboratory product of the students in the school, was operated for appendicitis last week.

"Find Your Line and How to It," was the subject of an address by M. T. F. Scully, column writer for the *Grand Rapids* (Mich.) *Press* and the Booth syndicate, before senior and junior journalism students of the University of Notre Dame, Nov. 15.

James Melvin Lee, director of the Department of Journalism, New York University, recently broadcast a talk on "How To Read a Newspaper" from station WNYC.

ASSOCIATIONS

ADVERTISING CLUB OF NEW YORK'S advertising art round table luncheon was this week addressed by Miss Sara Birchall on "Can Advertising Art Too Be Highbrow?" A. H. Tatlow, publicity director of the South African Railways, spoke on Tuesday at a joint conference of the export advertising group with national directors of the English-Speaking Union on trade opportunities with British colonies.

Washington Press Association will hold its 13th annual Newspaper Institute at the University of Washington School of Journalism, Seattle, Feb. 5-6-7. The program is in charge of M. L. Spencer, director of the School of Journalism at the University of Washington.

Seattle Press Club will celebrate its move from its present quarters in the Stuart-Henry-White Building to its new home in the Kermott Building, with a ladies' night dinner-dance, Dec. 18.

Indiana Intercollegiate Press Association will hold its annual meeting at Crawfordsville, Dec. 12 and 13.

North Carolina Press Association will conduct an every-member canvass between now and the time for the annual meeting next summer, it was decided at

a meeting of the executive committee at Greensboro last week. Plans were outlined for bringing every newspaper published in the state into the organization. Members attending the meeting were: H. Galt Braxton, *Kinston Free Press*; Miss Beatrice Cobb, *Morgantown News-Herald*; John B. Sherrill, *Concord Tribune*; A. C. Huneycutt, *Albemarle Stanly News-Herald*; Charles A. Webb, *Asheville Citizen*; and R. E. Price, *Rutherfordton Sun*.

Minnesota Editorial Association will hold a convention Feb. 20 and 21, at St. Paul.

Kansas Press Association will hold its next meeting in Topeka, Jan. 30-31, it was decided at a meeting of the executive committee of the association held in Lawrence. W. A. Hill, editor of the *Westmorland Recorder*, president of the association, is in charge of arrangements.

Ponca City (Okla.) Press Association has organized with C. M. Sarchet, president; Seward R. Sheldon, vice-president, and Joe L. Brandt, city editor of the *Ponca City Daily News*, secretary-treasurer.

Crosscup-Pishon Advertising Men's Post, American Legion, of Boston, was addressed Dec. 4 by Richard Sears, Boston newspaper photographer and formerly camera man with the U. S. Army Signal Corps, on the work of making

moving pictures of front-line action during the World War.

North Dakota Press Association will hold its winter meeting in Valley City, N. D., Dec. 16 and 17, it was announced last week following a meeting of the executive committee of the association at Valley City.

FORESHADOWED EVENTS

Dec. 9—Trial of Baltimore Post for publishing income tax returns.

Dec. 9—Assn. of Foreign Press Correspondents, luncheon, Lawyers Club, New York.

Dec. 9—Advertising Men of Philadelphia, dinner at Rowe Stewart, Ritz Carlton Hotel, Phila.

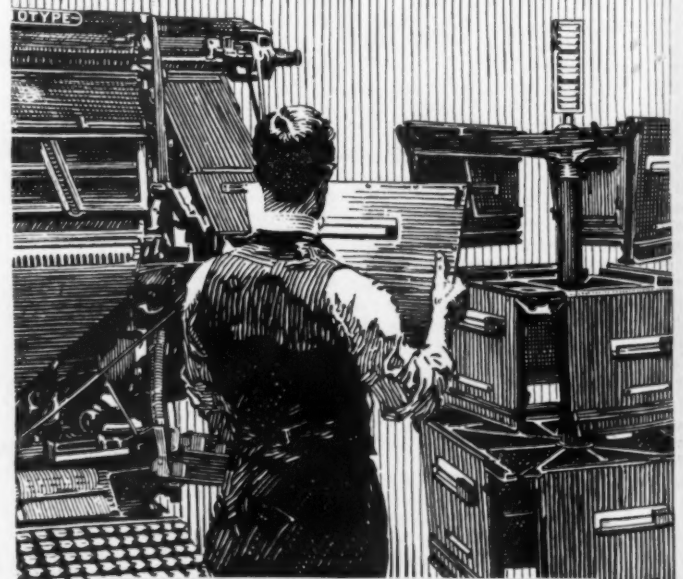
Dec. 12—Debate, "Is the Press Kept?" Nation Banquet, 200 Fifth Avenue, New York.

Dec. 12-13—Indiana Intercollegiate Press Assn., annual meeting, Crawfordsville, Ind.

Dec. 16-17—North Dakota Press Assn., winter meeting, Valley City, N. D.

Dec. 30-31—Assn. of American Schools and Departments of Journalism, annual meeting, Chicago.

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A change of face in less time than it would take a hand compositor to get out a case of type.

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 Famous fiction of all lengths.
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A SMALL-TOWN-PAPER SYNDICATE
 Unique—Inexpensive—Complete
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 Write for Complete Catalog with Service Rates

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Daily Service, reliable and timely, that makes radio fans regular newspaper readers. A complete department.

American Radio Relay League, Hartford, Conn.

Religious Features

A "DIFFERENT" SUNDAY SCHOOL LESSON

The Standard Religious Feature of American Newspapers. Twenty-five years of continuous publication. Non-Controversial, Readable, Timely.
 The Ellis Service, Ewathmore, Pa.

Set entirely on the LINOTYPE in the Bodoni Series

Christmas Club Deposits of \$48,000,000 in New York State

During the coming months, the pocketbooks of New York State will be reimbursed to the extent of \$48,000,000 represented by the deposits in Christmas Clubs. This sum is one fifth of the total deposits in the United States.

To the people of New York State, this \$48,000,000 means an increased purchasing power — an increased purchasing power of so great a magnitude that it can be overlooked by not one wide-awake and progressive National Advertiser.

There is no time for procrastination!! Immediate and sure-fire action is needed. This money is going to be spent and spent soon—for every conceivable product.

It is time to start the winter campaign of advertising, and the bigger and more inclusive the campaign, the bigger and more certain the results.

The New York State newspapers represented in this list will place you in line for your full share of this business.

	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
*Albany Evening News (E)	31,982	.08	.08	*Middletown Times-Press (E)	6,714	.05	.05
*Albany Knickerbocker Press (M)	33,239	.10	.10	*Mount Vernon Daily Argus (E)	9,289	.05	.05
*Albany Knickerbocker Press (S)	53,949	.14	.14	*Newburgh Daily News (E)	11,591	.05	.05
*Amsterdam Recorder-Democrat (E)	7,508	.04	.04	*New Rochelle Standard-Star (E)	7,741	.04	.04
Auburn Citizen (E)	6,429	.04	.035	*The Sun, New York (E)	233,783	.60	.54
*Batavia Daily News (E)	9,737	.04	.04	†New York Times (M)	343,100	.70	.666
*Binghamton Press (E)	32,098	.09	.09	†New York Times (S)	269,823	.60	.582
*Brooklyn Daily Eagle (E)	57,646	.22	.22	*New York Herald-Tribune (M)	270,159	.694	.676
*Brooklyn Daily Eagle (S)	77,839	.22	.22	*New York Herald-Tribune (S)	316,335	.6435	.624
*Buffalo Courier and Enquirer (M&E)	78,058	.18	.18	†New York World (M)	278,307	.695	.68
*Buffalo Courier (S)	118,603	.25	.22	†New York World (S)	248,779	.605	.58
†Buffalo Evening News (E)	125,618	.25	.25	†New York Evening World (E)	314,589	.605	.58
*Buffalo Evening Times (E)	93,202	.21	.21	*Niagara Falls Gazette (E)	18,103	.055	.055
*Buffalo Sunday Times (S)	89,844	.21	.21	*Port Chester Item (E)	4,359	.02	.02
*Buffalo Express (M)	51,288	.14	.12	*Poughkeepsie Star and Enterprise (E)	12,110	.05	.05
*Buffalo Express (S)	53,382	.18	.14	*Rochester Times-Union (E)	64,727	.20	.18
*Corning Evening Leader (E)	8,613	.04	.04	*Syracuse Journal (E)	42,103	.14	.14
*Elmira Star-Gazette Advertiser (E&M)	33,162	.11	.11	*Troy Record (M&E)	23,621	.05	.05
*Geneva Daily Times (E)	5,052	.04	.04				
*Gloversville Leader Republican (E)	8,852	.035	.035				
*Ithaca Journal-News (E)	7,411	.04	.04				
*Jamestown Morning Post (M)	11,112	.04	.035				

*A. B. C. Statement, Sept. 30, 1924.
†Government Statement, Sept. 30, 1924.

ADVERTISING AGENCY AFFAIRS

G. B. MITCHELL of the New York advertising firm of Albert Frank & Co. returned to New York this week from a five-months' trip through Japan, China, Korea and the Philippines. The trip was undertaken for a study of travel conditions and the economic situation in general. He found travel excellent, with Japan rapidly recovering from the earthquake, and China safe, despite its recent wars.

Mr. Mitchell met the deposed Emperor of China and the leaders now in power. He visited also Major General Leonard Wood, Governor General of the Philippines.

Mr. Mitchell, who is something of an artist, brought back a sketch book filled with interesting scenes of the Orient.

The Anfenger Advertising Agency, Inc., St. Louis, has moved its offices from the Odd Fellows' Building to the Board of Education Building. Louis E. Anfenger is president; E. D. Winus, vice-president, and Charles H. Trap, secretary.

Ellery W. Mann, for a number of years vice-president of the H. K. McCann Company, New York advertising firm, was elected president of the Zonite Products Company at a meeting of the board of directors held Nov. 27. Through his connection with the McCann agency, Mr. Mann has been identified with numerous prominent corporations, including the Standard Oil Company, and the Beech-Nut Packing Company.

L. R. Northrup, of Erwin Wasey & Co., was elected chairman of the western council of the American Association of Advertising Agencies at a recent meeting held in Chicago. Carl P. Johnson, of Johnson, Read & Co., was elected vice-president, and Francis Marling, of Benson, Gamble & Crowell, was elected secretary and treasurer.

The new board of governors includes F. W. Thurneau, Vanderhoof & Company; J. W. Young, J. Walter Thompson Company; Paul E. Faust, Mitchell-Faust Advertising Company, and Dwight Chapman, of the McJunkin Advertising Company.

Harold Buffam, until recently with the Springfield (Mass.) Republican, has joined the staff of Barteau and Van Denmark, Springfield advertising agency.

Charles M. McLennan and M. S. Moore are now associated with E. R. Crowe & Co., New York advertising agency.

G. Kenneth Goode has resigned from the staff of the Richmond (Va.) Times-Dispatch to join the Cecil, Barreto & Cecil, Inc., Richmond advertising agency.

Francis K. Glew has started an advertising business under his own name

at Grand Rapids, Mich. He was formerly with John L. Wierengo & Staff, advertising agency, of that city. The Grand Rapids Varnish Company, Grand Rapids, has placed its advertising account with Mr. Glew.

Frederick S. McLintock, formerly with the Redfield Advertising Agency, Inc., New York, has joined the New York office of the Lyndon & Hanford Company, Rochester, N. Y., advertising agency, as manager of its production department.

Advertising designed by the Central Advertisers Agency of Wichita, Kan., in co-operation with Col. Robert H. Timmons, director of public relations for the Kansas Gas and Electric Company has been given a signal honor by the Societe Financiere de Transpoerts, of Brussels, Belgium.

Recently the societe wrote to the company asking permission to use the series of Aesop Fables advertisements, used nationally in magazines and newspapers, for publication abroad. The company owns plants in Spain, Portugal, Turkey and South America. The Kansas company recently sold the rights to the Oklahoma Gas and Electric Company.

FLASHES

Some are born hateful and some get that way trying to seem important.—*Baltimore Sun.*

Some people adhere so closely to the truth that you can't get it from them.—*Boston Transcript.*

"Do you ever have any quarrels at your women's club?"
"Oh, no; we call them debates."—*Boston Transcript.*

Expenses of the Colonel Forbes trial are expected to be \$20,000 dollars a day. It is evident severe punishment is going to be meted out—to the taxpayers, anyway.—*New York World.*

It's the fat-head, not the overhead, that makes government costly.—*Columbia (S. C.) Record.*

"You know that last cook I hired. She's an angel."
"What! Has she flown?"—*Boston Transcript.*

No cold cash is any colder than a payment of alimony.—*Detroit Free Press.*

It is significant of these superior times that the January eclipse of the sun will be the most spectacular thing of the kind ever staged in America.—*Chicago Daily News.*

The celebrated author who says that

American laws are "the laughing stock of Europe" is only half correct. They are also the laughing stock of America.—*Columbia (S. C.) Record.*

The most thrilling words are simplest. Consider "Atta boy!"—*New York Telegram and Evening Mail.*

Buffalo chauffeurs seem willing to aid each other. Three of them hit the same pedestrian.—*New York World.*

England has no office similar to our Vice-Presidency except that of poet laureate.—*Hartford Times.*

It's no sign of politeness to tell a bill collector to call again.—*Roanoke Times.*

And yet the right to make home brew is worthless if the method is wrong.—*Baltimore Sun.*

No one can look more as if life were a total failure than a man being towed to the garage in a brand-new car.—*Ohio State Journal.*

"What are we to do for big, successful men in the future?" mournfully queries *The Toledo Blade.* We don't need 'em at all. The women will be running the whole show.—*J. R. W. in Milwaukee Journal.*

Dry agents listened to radio bedtime stories and suspected that they were code messages to liquor smugglers in Canada. Anyhow, we now understand what Pro-

hibition enforcers do with their times.—*New York World.*

According to science, hair grows after death; but this is darned little consolation for a bald man.—*New York Telegram and Evening Mail.*

The Nobel Peace Prize is not to be awarded this year. Why not give it to Jack Dempsey?—*New York World.*

You can say one thing for static. It drowns part of the jazz.—*Baltimore Sun.*

People had "forceful personalities" in the old days, also, but it was called swell-head.—*Baltimore Sun.*

NEW PLANTS AND EQUIPMENT

H. R. TILLOTSON, for 15 years editor and owner of the *Stockport (Ia.) News*, has purchased The Print Shop at Ottumwa, Ia., and plans to move his Stockport job plant to that city, consolidating the two offices. The Print Shop was formerly owned by Carl I. H. Wallace.

St. Peter (Minn.) *Free Press*, recently installed a Chandler & Price job press with Miller automatic feeder.

Eveleth (Minn.) *Clarion* has purchased a Collendar casting outfit and C. & G. saw and trimmer.

Hutchinson (Minn.) *Leader*, has installed Miehle Verticle job press.

Salt Lake City *Deseret News* is adding a new 8-story building to its plant.

Mt. Carroll (Ia.) *Mirror-Democrat* has installed a new linotype.

Here's a Chance to Help Children

The Church Advertising Department is glad to pass on the suggestion of the Near East Relief that publishers make a special effort to link their paper with the popular interest in Golden Rule Sunday, December 7. Special page layouts, featuring this day, are available from several of the mat services.

Churches will be willing to take extra space to feature their part in this special day, and papers can thus help along this unique day and stimulate larger advertising by special treatment of some sort.

Your denominational leaders in your town have full information. Special electros are available from the Near East Relief, 151 Fifth Avenue, New York City.

CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

Dr. Christian F. Reisner, President, 701 West 177th St., New York

Associated Advertising
383 Madison Ave.



Clubs of the World
New York City



Let this emblem guide YOU to successful circulation building

WE have proved to scores of publishers—both large and small—that the best plan of building and holding circulation is our simple, businesslike, dignified plan, which binds the subscriber with a liberal accident insurance policy.

Our plan does not call for investment in premiums or prizes. It carries no contest or scheme features. It is most effective and most economical—maximum circulation at minimum cost.

We serve only one newspaper in a territory, but we serve that one seriously and successfully

If interested wire or write

HICKEY-MITCHELL COMPANY

Pierce Building

St. Louis, Mo.

WHAT'S WHAT IN THE FEATURE FIELD

EMMA BUGBEE, reporter on the staff of the *New York Herald Tribune*, is responsible for the idea of a "bogy time" for solving cross word puzzles, a feature which has been incorporated in the puzzles being offered to newspapers by the Herald Tribune Syndicate, New York. Miss Bugbee was given a \$25 bonus.

Captain Bruce Bairnsfather, British cartoonist, who draws an "Old Bill" feature for King Features Syndicate, Inc., New York, returned to this country from England on the *Mauretania*, Nov. 26.

May Christie, English novelist, has written a series of six articles to run under the caption "As May Christie Sees Us" for the *New York World Syndicate*.

Grantland Rice, of the *New York Herald Tribune*, whose articles are syndicated to newspapers, has returned to New York after spending several days at Asheville, N. C., resting from high pressure football writing. He was accompanied by Mrs. Rice, Frank Crownshield, editor of *Vanity Fair*, A. A. Boyden, former managing editor of the *American Magazine*, and Mrs. Mary Wilson Preston.

John Laurens Van Zant, well known political writer, has joined the staff of the *Kent Press Service*, and will cover the forthcoming session of the Illinois legislature. A new bureau has been opened at Springfield by the *Kent Press Service* with Charles E. Calkins in charge.

H. C. ("Bud") Fisher, creator of *Mutt and Jeff*, who draws for the *Bell Syndicate, Inc.*, New York, returned from a trip to the Continent this week on the *Olympic*.

The D. P. Syndicate, although a department of the publishing house of Doubleday, Page & Co., has announced that hereafter it will also represent four other publishers: Dodd, Mead & Co.; Harcourt, Brace & Co.; Little, Brown & Co., and the Frederick A. Stokes Company. The syndicate has launched a new plan of handling serial fiction by offering annual contracts to newspapers wishing to have first call on all novels in which the five publishing houses hold serial rights. Authors on the combination's fiction list include Edna Ferber, Owen Johnson, Crosbie Garstin, Harold MacGrath, Dorothy Canfield, Honoré Willis Morrow, William McLeod Raine, E. Barrington, Wadsworth Camp, "Elizabeth," J. Allan Dunn, Robert Herrick, Clarence E. Mulford, Ethel Watts Mumford, and Pamela Wynne.

New features announced by the D. P. Syndicate include Wickham Steed's *Memoirs* and Katherine Mayo's exposure of "The Truth About the Philippines."

The Continental Theatrical Information, Service, 112 West 44th street, New York, a new syndicate, started operation this week, furnishing a weekly bulletin of news on the Continental Theater. Sanford J. Greenburger and George Halasz are in charge of the central office in New York. The European staff consists of

Paul Atanyosy, Berlin; Ferenc Szanto, Budapest; Francesco Carbone, Milan; Mate Zalka, Moscow; Leon Wexner, Paris; Beaumont Wadsworth, Prague; Steffan Presser, Vienna. Donald Freeman is temporarily in Europe in charge of the foreign staff.

N. Y. HERALD TRIBUNE UP DEC. 8

Trial Date On Tax Publicity to Be Set by Judge Knox

Trial date of the *New York Herald Tribune*, indicted for unlawful publication of income tax returns, will be set by Judge John C. Knox in United States District Court, New York, Dec. 8, one day before start of the *Baltimore Post* trial in Baltimore on the same charge.

This was decided in five minutes Monday, when the *New York Tribune, Inc.*, through its attorneys, Henry A. Wise and Sackett, Chapman, Brown & Cross, pleaded not guilty before Judge Knox and obtained a week's leave to make any motions to the indictment which might be deemed necessary to bring out the questions to be litigated in a more complete manner.

Counsel for the defense reiterated they have co-operated and will continue to co-operate in every way with the Department of Justice, so that there may be a prompt determination by the Supreme Court as to the intent of Congress in framing the publicity provisions of the revenue act and, "if necessary, a further clarification of the constitutional freedom of the press."

THOMAS SUCCEEDS JONES

Becomes President, Norristown (Pa.) Register Following Latter's Resignation

Announcement has been made that Gilbert S. Jones, president of the *Norristown (Pa.) Register* since its organization, has resigned. I. Powell Thomas, treasurer of the publishing company, has been elected president, and David H. Mann made assistant treasurer.

Mr. Jones, who established the *Register* with its commercial printing department, has gone to Florida, where he will devote the time of the winter months to some real estate interests. He retains his holdings in the *Register* Company, and will continue to live at his home in Montgomery County, near Norristown.

Brady Joins N. Y. Herald Tribune

Joseph Brady, former managing editor of the *Providence News*, this week joined the staff of the *New York Herald Tribune*. At one time he was on the *New York Evening World*.

OHIO EDITOR DIES

James Parker Chew Founded Xenia Daily Gazette in 1881

James Parker Chew, 92, said to be one of the oldest active newspaper editors in the country, editor of the *Xenia (O.) Daily Gazette* and *Xenia Republican*, died of old age in his home at Xenia, Nov. 29.



J. P. CHEW

He was born in York County, Pa., April 10, 1832, and received his education and learned the printing trade in Carlisle, Pa.

His journalistic career started in 1852, when he bought the *Lawrenceburg (Ind.) Press*, which he owned and edited for 25 years, after which he purchased the *Xenia Gazette*, then a weekly, and in November 1881, established a daily edition of that paper.

The last of many consolidations of newspapers in Xenia was made in 1915, when the *Gazette* absorbed the *Daily Republican*.

Oregon Publisher Dies

P. F. Cronemiller, publisher of the *Lake County (Ore.) Examiner* and postmaster of Lakeview, died recently at Lakeview. He had previously been associated with the *LaGrande Chronicle* and the *Roseburg Plaindealer* and established the *Klamath Falls Evening Herald*.

T. E. Niles in Providence

T. E. Niles, former managing editor of the *New York Evening Mail*, became general manager of the *Providence (R. I.) News* Dec. 1.

The Cathedral Towns of England

DURHAM

Placed upon a bold cliff, around whose base curves a deep and ample river, Durham Cathedral has a site unrivalled in Great Britain and perhaps the whole world.

Among the finest features of the Cathedral are its massive Norman Nave, the chapel of the Nine Altars, the Shrine of St. Cuthbert and the tomb of the Venerable Bede.

The naturally fortified position of the Cathedral and Castle lends greater significance to the fact that for several centuries the Bishopric of Durham was looked upon as England's first line of defence against the Scots.

One of the finest views of the Cathedral and Castle is obtained from the London and North Eastern Railway on its famous East Coast Route between England and Scotland.

Apply for free booklet describing ALL YOU OUGHT TO SEE IN BRITAIN

H. J. KETCHAM
General Agent

LONDON & NORTH EASTERN RAILWAY,
311 Fifth Avenue (at Thirty-Second St.),
New York



QUICK STICK

MIXED IN A MINUTE

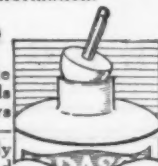
For the Press Room or Mail Room Quick Stick has no equal. It is mixed in a minute, possesses greater strength than the paper itself and when once applied it will not let go. A clean white powder paste that will not sour or mould—free from lumps—speeds up bundle and single wrapping wherever it is used. Quick Stick mixes quick, sticks quick and dries quick. It can be ordered in 35 lb. cartons, 50 lb. kits, 100 lb. kegs, 150 lb. half barrels and 225 lb. barrels. Ask us to send you a sample.

No. 705 MAILING MACHINE PASTE

An exceptional paste. Will not clog, gum or harden in the fountain. Flows freely permitting speedy labeling. Smooth and free from lumps—made especially for Wing-Horton and Dick Mailers. The Coupon will bring you complete information.

C OPASCO

A desk paste that never needs water—always on the job—spreads evenly and easily and will not dry out in the bottle. Ask us about the self closing desk jars made especially for the news room. Handiest paste containers on earth.



THE COMMERCIAL PASTE CO.
Makers of the Largest Line of Adhesives
DEPT. 51 COLUMBUS, OHIO

The Commercial Paste Co., Dept. 51, Columbus, Ohio.

- Gentlemen:
 We'd like to test Quick Stick.
 Send us your minimum order of No. 705 Mailing Machine Paste.
 Send us your trial order of Copasco—the handy desk paste.

NAME
 ADDRESS
 TITLE
 PUBLICATION
 TOWN
 STATE

MOST NEWS

The largest morning daily circulation in Pittsburgh

The Pittsburgh Post MORNING AND SUNDAY

October circulation (net paid)
 Daily Circulation.....137,824
 Sunday Circulation.....197,347
 Member A. B. C.

Highly Efficient

Mr. R. V. De Barry, Sec.-Treas. of the Lansing, Mich., STATE JOURNAL, has had considerable experience:

"From our experience covering a period of about three years, we can safely say that through education and tireless efforts you have obtained a point of efficiency which is invaluable to us. Our discount period has just elapsed, and there was not a single deduction made by any agency on account of failure to prove the advertising invoiced."

You can't possibly go wrong on a trial test. Want it?

The Advertising CHECKING BUREAU Inc.
 538 So. Clark St. CHICAGO 15-19 East 26 St., NEW YORK
 A NEWSPAPER CHECKING PROOF SERVICE

"SEEING THE SUN" IS DEFINITE PART OF BALTIMORE CHILDREN'S EDUCATION

15,000 Pupils Have Heard Newspaper Processes Explained by H. E. Warner in Year and a Half—Sound Promotion Idea

SINCE the first of October, 1922—a school year and one half—more than 15,000 teachers and pupils of public and parochial schools, high schools, private schools and universities and colleges have gone through the *Baltimore Sun* plant or listened to Henry Edward Warner of the *Sun* in assembly, to learn just how a newspaper is made.

Starting in a very small way from a suggestion by C. W. Wagener, the *Sun's* publicity manager, and taken from its inception and developed by Mr. Warner, the idea has grown into an established institution, and today teachers wishing to take their classes through the *Sun* building have to reserve their dates far ahead. Studying the actual making of a newspaper on the ground in Baltimore is considered a part of necessary education by enough teachers to have required a separately organized unit known as "Seeing the *Sun* Department."

It has brought about a much wider educational influence, too. Students are required to write compositions on their trip as part of the school work. Some of the early compositions were submitted by the teachers for official editing, and the need of a reliable information booklet was so apparent that Mr. Warner wrote a story of the trip from start to finish, called "Seeing the *Sun*," a title which has been changed to "The Making of a Newspaper" in a second edition.

The demand for this booklet, especially by educational institutions, has indicated such a keen interest that a third edition is in preparation, and a leading publishing house has under consideration a text book by the same writer. "The Making of a Newspaper" is now in use as a sup-

plementary textbook in the New York University School of Journalism, of which Dr. James Melvin Lee, whose book review column is an EDITOR & PUBLISHER feature, is director. It is also being used by the directors of a large number of journalism schools in universities and colleges throughout the country.

There probably is no newspaper industrial visitation organized on such a permanent and responsible scale as the *Sun's*. It is probable that in general visitors would be turned over to a guide of some sort—such a guide, for instance, as will show visitors through public buildings in Washington; or perhaps such a guide as one finds at the small end of a megaphone on a rubberneck wagon. But the "Sunpapers" don't turn their visitors over to anybody. Mr. Warner handles every detail himself, personally escorting classes, describing every piece of work, human or mechanical, making sure that everything is understood, and at the end of the trip holding a "quiz" in a side room of the mailing department.

Starting in the lobby of the *Sun* Building, the visiting class—usually about 45 strong—assemble at the foot of the stairs, and their instructor, taking a position on the second step, first welcomes them and then invariably says:

"There are three ways to learn anything: to read about it or have someone tell you, to see it done, and to do it yourself. We're going to try to show you so intimately that you will practically be doing it yourselves, and when you leave here we hope you will understand everything you have seen and done so thoroughly that you can go right out, get a lot of printing presses and linotypes and

money and experience and subscribers, and start right in publishing your own newspapers!"

From that initial laugh to the finish, the instructor makes it a rule to keep them laughing whenever they might grow weary, for after all study is study, and work is work, and a little nonsense doesn't hurt the main purpose of the trip. From the lobby to the photo-engraving room, to the editorial department, to the composing room, through the stereotyping operation into the press room, on up winding stairs into the mailing room the party winds snake-like, every detail being explained so that the least apt will have a chance to understand; and finally, back again to the starting point, where booklets are distributed.

The next day, under the standing caption, "SEEING THE *SUN*," all the names of the visitors are published in the *Evening Sun*. There is no long story, there are no pictures, there is no attempt to capitalize the event, just the plain list of names of those who visited. It is considered enough.

"You think it is a good thing?" Mr. Warner was asked.

"Ask me something hard," was the smiling reply. "If a newspaper can do any better thing from an angle—dismissing self-interest entirely as being unworthy of consideration—I don't know what it is. And from the standpoint of self-interest, if anyone insists, I don't know of anything better than letting the next generation see the wheels go 'round in a plant where they are printing civilization's common medium of communication."

To which he added:

"And if you print anything about it, for the love of Mike don't refer to me as a 'guide.' Not that I care personally, but these children and teachers are our honored guests, deserving the most cordial and painstaking reception even by the busiest official on the place. And telling them how and why a newspaper is printed is something that is worth all the intelligent study that can be put into it."

In addition to showing visiting classes through the plant, Mr. Warner has addressed the students of all Baltimore's high schools in assembly. On Dec. 3 he gave an illustrated lecture on the subject to 2,000 students of the largest high school of the city, and on Feb. 23 he repeats the lecture to the assembly of Goucher College for Women. He has talked to a section of the Journalism Department of New York University, and at a later date will address the assembly of that institution on newspaper ethics, English and mechanics. So far has the influence of this department extended that the entire department of Journalism of George Washington University, Washington, D. C., made a special trip to Baltimore to have him "take them through."

Col. Graves Has Not Resigned

The *Hendersonville* (N. C.) *Daily Times* has made a formal announcement that Col. John Temple Graves, editor, has not severed his connections with that newspaper, in answer to a public statement made by Morris Beale, former managing editor of the *Times* that Graves contemplated resigning. Col. Graves will spend the winter in Florida, but will contribute a daily editorial, the *Times* stated.

"OTHER PEOPLE'S CHILDREN"

By Fanny Y. Cory

Cleverest of the Cute Kid Cartoons By the Cleverest Artist Specializing in Children

For Terms and Samples, Wire

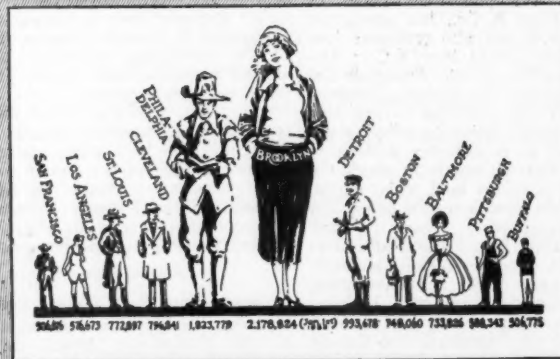


LEDGER SYNDICATE INDEPENDENCE SQUARE PHILADELPHIA, PA.

SOUTHERN NEWSPAPER PLANT FOR SALE AT BARGAIN

The Charleston American offers its entire plant, including real estate and equipment, for sale at a bargain. This plant is located in the heart of the City on one of the best corners in town, measuring fifty one (51) feet on Meeting Street, and one hundred seven (107) feet on Society Street, including one three story brick building, with news print warehouse adjoining, and one two story brick press room with composing room above; containing editorial rooms, business office, circulation department and complete and well arranged newspaper lay-out. Together with one 32 page Duplex Press with color deck, linotype and intertype machines, stereotyping outfit, safes, files, desks, chairs, furniture, and all appurtenances of any and every kind needed in the operation of a modern daily morning or afternoon newspaper. This plant is ready to be operated by simply turning on the switch. Terms cash, or one-third cash and the balance in three annual payments. Price extremely cheap. Communicate with John I. Cosgrove, Attorney, 45 Broad Street, Charleston, South Carolina.

The Brooklyn Chamber of Commerce submits this comparison:



Miss Brooklyn reads the Standard Union with undivided interest because it prints the news she wants to read about.

R. G. R. Hutchinson
President

LARGEST CIRCULATION OF ANY BROOKLYN NEWSPAPER

SCIENCE
the
Gen
News
manag
Amer
promp
plans
labora
method
might
tious
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NEWSPAPER MAKERS AT WORK

By PHILIP SCHUYLER



GENE FOWLER—He'd Make Type Talk.

SCIENCE appears about ready to take the cue and walk out upon the editorial stage.

Gene Fowler, President New York Newspaper Club, recently appointed day managing editor of the *New York American*, proved himself the possible prompter, when this week he disclosed plans he has in mind of a "journalistic laboratory," for scientific study of news methods, which, if worked to capacity, might bring about interesting innovations in the newspaper field.

The plans, now actually in more than dream stage, seem rapidly approaching realization in Fowler's hands, and, as he unfolded them in an interview with EDITOR & PUBLISHER, he showed how he is already putting them into operation on a small scale.

What Fowler contemplates eventually is establishment of a separate newspaper department devoted exclusively to scientific newspaper research and experimentation. It would be the place where editorial conference ideas could be put to real test at small expense.

Disclosure of the "dream plan" came at the end of the interview, during which Fowler had first proved himself a contemplative philosopher before essaying the role of news-scientist.

"I deviate, perhaps, from the old-school newspaper man," in that I believe this business we are in is a real science, capable of scientific development.

"Of course the fundamentals of the profession will never change, but there must be improvements, there should be continual refinements.

"And, at present, we have no way of developing these improvements and refinements, except the old-fashioned editorial conference.

"Isn't it true that the fundamental job of the editor is to make it easier for his readers? Well, the editor has all sorts of ideas, but now he has no way to try them out.

"What I am hoping to see formed soon will be a journalistic laboratory in every metropolitan newspaper, which will have a competent newspaper man in charge, who likes research work, and at least two assistants. This laboratory force will continuously study the newspaper, seeking ways to improve it. It could work over every germ of an idea," he continued. "In it tests could be made, which are now impossible in a newspaper, because of the expense of failure.

"One idea I have in the back of my mind, which I would like to submit for laboratory testing is the creation of type styles which will convey vocal intonations. Sarcasm, for instance.

"Now a speaker in an address reported in a newspaper may make a very sarcastic remark. As it appears in print, however, it may convey an entirely different idea.

While interesting as a news-scientist, Fowler is most pleasant to talk to, when he puffs his pipe, and becomes a philosopher contemplating the editorial field.

When first he was named managing editor of the *American* a short time ago, I went to him for an interview.

"You can tell the boys," he said, "that now I can buy me a new set of false teeth."

That is typically Fowler. He takes advancement lightly. Tall, with long, wavy, dark hair and a broad smile, he is the office clown, with none of the clownish handicaps.

"How," I asked him, "is it possible to be happy though an editor?"

"In the first place," he answered promptly, "read Schopenhauer, possibly one of the happiest men who ever lived."

"Remember that glorious German pessimist tells us to live within ourselves and not to depend upon external things for happiness. And that doesn't necessarily mean one must be selfish either.

"While I like people, I really prefer to be myself and read a great deal. And when with people, I try to be natural, try not to assume something I'm not.

"Then, secondly, to be 'happy though an editor,' one of the first things to abolish is fear of any kind. Make up your mind you can make good anywhere. I have. Maybe it's sheer ignorance on my part. Perhaps I haven't enough sense to be afraid. In fact, it's within the realm of possibility that I'm dumb.

"Nevertheless, I believe the editor in charge of a newspaper should be absolutely free from fear. He should say to himself, 'This is a big property, so big it will survive any mistakes I might make.' Then he should give his ideas full reign.

"If he is well grounded in the fundamentals of newspaper work, he can't go wrong.

"Then the editor would carry his fearlessness down to the staff. His reporters should not always be fearing for their jobs. Of course they shouldn't be al-

lowed to loaf, but instead of being afraid of the boss, the boss should let it be known that he relies on them, depends on them.

"Of course this idea has been treated in literature for centuries, but it is none the less true, and sadly foreign from many newspaper offices. Too few believe the simple fact that fortune comes to him who is mentally unafraid."

Here I interrupted Fowler, who speaks rapidly and with enthusiasm. I took him back to his proviso that a fearless editor must of course first be well grounded in the fundamentals of journalism.

"What," I asked, "do you consider the fundamentals of journalism?"

"Of course that is a difficult question to answer," he replied. "But I should say the fundamentals of journalism are seeing clearly and telling forcibly.

"And this definition applies to both policy and news. Simplicity is one of the fundamentals of newspaper work. Powerful expression is another."

GREATEST GAIN

During the month of October, The New York Sun showed a greater gain in advertising lineage than any other New York evening newspaper.

The Sun

280 Broadway New York

NEW YORK STATE Westchester County's

Fastest Growing Cities

Mount Vernon and
New Rochelle and
The Vicinity Towns

Are Covered Completely By

THE DAILY ARGUS

of

Mount Vernon

THE STANDARD STAR

of

New Rochelle

(Both Members of ABC)

Westchester Newspapers, Inc.

Franklin A. Merriam, Pres.

Mount Vernon—New Rochelle

Los Angeles Times

The only great morning newspaper in the Pacific Southwest whose ownership, control, direction and whole interests are in the territory which it serves.

World Leader in Advertising for Three Consecutive Years

THE PHILADELPHIA RECORD

Always Reliable

The Second largest morning daily Circulation in Philadelphia

and GROWING!

Detroit Times



Evening 220,000
Sunday 250,000

EVENING HERALD

Los Angeles, Calif.

Gained 6,631 Daily Average Circulation. Sworn Government Statement, Six Months Ending Sept. 30, 1923, 167,649 Daily. Six Months Ending Sept. 30, 1924, 174,280 Daily. Increase in Daily Average Circulation, 6,631.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:

E. W. Moloney, 604 Times Bldg., New York.
G. Logan Payne Co., 401 Tower Bldg., 8 North Michigan Ave., Chicago.
A. J. Morris Hill, 710 Hearst Bldg., San Francisco, Calif.

Mr. Publisher or Business Manager

The International Circulation Managers' Association can supply you with a competent circulation manager. Write

CLARENCE EYSTER
Sec'y-Treas., I. C. M. A.

Peoria Star Co.
Peoria, Ill.

**RICHMOND TIMES-DISPATCH NOW HOUSED
IN NEW MODERN PLANT**



REMOVAL of the mechanical, news and advertising departments of the Richmond (Va.) Times-Dispatch, from South Tenth street to the company's new home, 107 South Seventh street, has just been completed, and with a few details yet to be finished the newspaper will soon be in shape for the formal opening of its modern plant.

The building fronts 200 feet on South Seventh street, and has a depth of 130 feet. The north wing of the building is two stories. On the lower floor are the offices of the general manager, business manager, the advertising and the book-keeping departments, while in the rear on a mezzanine floor is housed the classified department.

On the second floor of the north wing are the editorial and news rooms, the telephone exchange; rooms in the rear being provided for the Associated Press, the engraving and the art departments. The news and editorial rooms are lighted by huge windows on both the north and south sides.

The south wing of the building is

also two stories. The lower floor forms part of the press room, housing the huge color press, while the back part of the upper floor furnishes ample room for storage of news print. The front room is occupied by the morgue, which is reputed to be one of the most complete in the entire South.

Between the two wings, all on one floor, with ample skylight, making it unnecessary for artificial lights to be used during the day, are housed the linotypes, the monotype casting room, the make-up and the stereotyping departments.

A special nickeling plant has been installed, each plate for the color press being given a nickel "bath," which hardens the plate and insures clear, sharp colors and long life.

Besides printing an eight-page color section for the Times-Dispatch, the company prints the color pages for 27 of the larger dailies throughout the South.

Removal of the linotype battery was accomplished without a hitch in the issuing of the newspaper.

PRESS AT CORNER STONE LAYING

N. Y. Publishers, Editors, and Drama Critics at Theater Guild Function

The New York press was well represented when the Theater Guild laid the cornerstone of the new Guild Theater at Fifty-second street, between Seventh and Eighth avenues on Dec. 2.

Dr. John H. Finley, of the *New York Times*, was one of the speakers, while guests of honor at the ceremony included: John Anderson, dramatic critic, *New York Evening Post*; John Corbin, *New York Times*; Heywood Brown, dramatic critic, *New York World*; Alan Dale, dramatic critic, *New York American*; Gilbert W. Gabriel, dramatic critic, *New York Telegram and Mail*; Percy Hammond, dramatic critic, *New York Herald Tribune*; Walter Lippman, editor of the Editorial page, *New York World*; Stephen Mantle, dramatic critic, *New York Daily News*; Adolph S. Ochs, publisher, *New York Times*; E. W. Osborne, *New York Evening World*; Ralph Pulitzer, editor, *New York World*; Stephen Rathbun, assistant dramatic critic, *New York Sun*; Ogden Reid, editor and publisher, *New York Herald Tribune*; J. Rankin Towse, dramatic editor, *New York Evening Post*;

O. G. Villard, editor of the *Nation*; Alexander Woolcott, dramatic critic, *New York Sun*, and Stark Young, dramatic critic, *New York Times*.

St. Louis Star's Payroll Robbed

Two armed men held up the cashier and assistant cashier of the *St. Louis Star* in an elevator on the ninth floor of the Star building, Nov. 29, and escaped with \$6,000. The money was to have been used for payroll purposes. The newspaper office is located in the heart of St. Louis's downtown district.

The incident created great excitement among the staff of the newspaper.

Publisher Appointed State Printer

J. R. Gabbert, newspaper publisher of Riverside, Cal., has been appointed state printer to succeed Frank J. Smith, recently appointed warden of San Quentin penitentiary.

TIPS TO AD MANAGERS

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Placing account of **Graton & Knight Mfg. Company**, Worcester, manufacturers of leather belting, lace leather, etc.

Brandt Advertising Company, 7 South Dearborn street, Chicago. A number of towns in the Middle West are being added to the list on the **Curtiss Candy Company**, Chicago, Ill.

W. L. Brunn, Inc., 11 East 43rd street, New York. Placing account of the **Wahl Company**, Chicago, manufacturers of "Eversharp" pencils and "Wahl" pens.

Brooks of Illinois, 30 North Michigan avenue, Chicago. Contracts are being sent out to a general list of metropolitan newspapers on the **Bonny Company**, Chicago.

Cleveland A. Chandler and Company, 35 Congress street, Boston. Placing the mail order accounts of **Washington Jewelry Company**, Boston and **Paul Case**, Brockton, Mass., in newspapers and magazines in the United States and Canada.

Conover-Mooney Company, Harris Trust Building, Chicago. Placing account of the **National Kraut Packers' Association**, Clyde, Ohio.

O'Arcy Advertising Co., International Life Building, St. Louis. Renewing some newspaper contracts for the **White Company**, automobile, Cleveland.

Erwin, Wasey & Company, 844 Rush street, Chicago. A general list of newspapers is being prepared on the **Postum Cereal Company**, Battle Creek, Mich., (Bran and Post Toasties).

Ferry-Hanly Advertising Company, 1110 Grand avenue, Kansas City, Mo. Placing account of the **Nonspi Company**, Kansas City, manufacturers of "Nonspi."

Charles H. Fuller Company, 629 South Wabash avenue, Chicago. Metropolitan newspapers are receiving orders on the **Whitmarsh Laboratories**, Adrian, Mich.

Gardner Advertising Company, 360 North Michigan avenue, Chicago. Special Christmas copy is being prepared on the **Reichmann Electric Company**, Chicago, advertising a loud speaker for radios, to be used in a number of metropolitan newspapers, including those in Chicago, New York, and Boston. The account of the **Timken Roller Bearing Company**, Canton, O., has been secured, and will be placed soon.

Walter E. Hardy, Inc., 111 West Monroe street, Chicago. A limited list of newspapers is being made up on the **Cooper Underwear Company**, Kenosha, Wis.

E. W. Helliwig Company, 9 East 40th street, New York. Placing special page copy with newspapers in various sections for **Corn Products Refining Company**, New York, "Karo Corn Syrup."

Hicks Advertising Agency, 52 Vanderbilt avenue, New York. Has obtained the account of **Louis Lustig and Maurice Rentner**, who have recently formed a merger for the purpose of producing in this country the "Ensemble" Suit.

Klau-Van-Pieterse-Dunlop-Younggreen, Inc., Milwaukee, Wis. The account of **Olerick & Berry**, Chicago, (Old Manse Syrup) has just been obtained and some advertising is being contemplated in Chicago and adjacent territory.

Kling-Gibson Advertising Company, 220 South State street, Chicago. Some special advertising is being planned during December on **Williams Oil-O-Matic Heater**, of C. U. Williams & Son, Bloomington, Ill., in a number of large dealer towns.

H. E. Lesan Advertising Agency, 209 South

State street, Chicago. Copy schedules are being sent to some Illinois papers and some Illinois state border towns on **Plantation Pancake Flour** of the **Michigan Company**, Valparaiso, Ind.

Livermore & Knight Company, Providence, R. I. Making contracts with newspapers in selected sections for the **American Transformer Company**, radio.

Lord & Thomas, 400 No. Michigan avenue, Chicago. Handling account of **Seitz, Schwab & Company**, Chicago, manufacturers "Seitz" shoes. A general list of newspapers is being prepared on **Mary T. Goldman**, St. Paul, Minn. A newspaper list is being contemplated on **Kellogg Switchboard & Supply Company**, Chicago, (radio) no longer placing advertising direct.

McJunkin Advertising Company, Inc., 5 South Wabash avenue, Chicago. A new list is being prepared on **A. Stein & Company**, with several of the smaller town newspapers eliminated. Again placing orders with newspapers in various sections for the **Channel Chemical Company**, "O'Cedar" Mops and Polish, Chicago.

Moser & Cotina, 206 Paul Building, Utica, N. Y. Handling account of **Chr. Hansen's Laboratory, Inc.**, Little Falls, N. Y., manufacturers "Junket."

C. J. Ollendorf Company, 306 South Wabash avenue, Chicago. Contracts are being sent out to newspapers in large California cities on the **Planet Skate Company**, Chicago.

Irving F. Paschall, Inc., McCormick Building, Chicago. Has secured the account of the **Wilkening Manufacturing Company**, Philadelphia, makers of **Pedrick heat shaped piston rings**.

Potts-Turnbull Company, 6 North Michigan avenue, Chicago. Newspapers in the large cities in the south and southwest are being sent copy schedules on **Jones Dairy Farm Sausage**, Fort Atkinson, Wis.

Frank Seaman, 470 Fourth avenue, New York. Again making contracts with newspapers in selected sections for the **General Cigar Company**, "Robert Burns," and "White Owl" cigars, New York.

35,434
Net paid (1923) Average.
An increase of
47% in 7 Years.
TRENTON (N. J.) TIMES
KELLY-SMITH CO.
National Representatives
Marbridge Bldg. Lytton Bldg.
New York Chicago

**ONE HUNDRED
NEWSPAPERS**
have bought serial rights to one or more novels on the following list:
Ann's An Idiot, by Pamela Wynne.
Blue Blood, by Owen Johnson.
The Communicating Door, by Wadsworth Camp.
The Desert's Price, by William McLeod Raine.
The Divine Lady, by E. Barrington.
The Exile of the Lariat, by Honoré Willis Morrow.
High Fires, by Marjorie B. McClure.
The Home Maker, by Dorothy Canfield.
The Mystery Woman, by Alice MacGowan and Perry Newberry.
The Owl's House, by Crosby Garstin.
The Parwan Bonanza, by B. M. Bower.
Race, by William McFee.
The Rover, by Joseph Conrad.
Rufus, by Grace S. Richmond.
Rustler's Valley, by Clarence E. Mulford.
So Big, by Edna Ferber.
The Tenth Woman, by Harriet T. Comstock.
The Voice of Johnnywater, by B. M. Bower.
The Water Bearer, by J. Allan Dunn.
The Wedding Song, by Ethel Watts Mumford.
The Wolfier, by Frederick Niven.
NEW RELEASES EVERY FEW WEEKS.
D. P. SYNDICATE
GARDEN CITY, N. Y.
Representing: Dodd, Mead & Co.; Doubleday, Page & Co.; Harcourt, Brace & Co.; Little, Brown & Co.; Frederick A. Stokes Co.

The Desert News
SALT LAKE CITY, UTAH
74.4% of the population of Utah live on Interurban Lines leading to Salt Lake City.
Foreign Representatives
CONE, HUNTON & WOODMAN
New York Chicago Detroit
Kansas City St. Louis Atlanta
Pacific Coast Representatives
H. H. CONGER COMPANY
Los Angeles San Francisco

The New Orleans States
Is now represented in the East and West by the
JOHN M. BRANHAM COMPANY
New York Office—Canadian-Pacific Bldg.
Chicago Office—Mallers Bldg.
Also in Detroit, Atlanta, St. Louis, Kansas City and San Francisco

YOUR CLASSIFIED AD
in
EDITOR & PUBLISHER
is read by the man you want to reach

YOU MUST TELL THE BUSINESS MEN OF YOUR TOWN ABOUT BUSINESS
If you don't it will COST YOU MONEY
John T. Flynn's Daily Business Reviews deal with fundamental business conditions of vital interest to every business man. They are backed by the greatest business news collecting organization in America, The United Publishers Corporation, publishers of Iron Age, Dry Goods Economist and a score of other nationally known business publications.
Write for Particulars to
Edward F. Roberts, Editorial Director
U. P. C. NEWS SERVICE, INC.
243 W. 39th St., New York City

THE PASSAIC DAILY NEWS
Leads in Classified, Local and Foreign Advertising in one of New Jersey's Fastest Growing Cities
TRADING POPULATION 167,395
NEW JERSEY NEWSPAPERS, INC.
National Advertising Representatives
(New Jersey Newspapers Exclusively)
New York Chicago Philadelphia Newark

TEXT OF TAX PUBLICITY DECISION

(Continued from page 7)

might accrue from Governmental process. From the argument and brief submitted, the foregoing propositions is not challenged. It is equally fundamental, however, that under the guise of a taxing power the Congress cannot regulate any matters of a purely local nature and enforce a tax as a penalty for disobedience to such regulation.

In the instant case the publications gave the names of tax-payers and the amounts paid by them. This information had already been yielded to the public, as a list of the tax-payers with the amounts paid, had been made available for public inspection. The power of Congress to enforce the payment of the tax had been made effective and had been concluded, and with the final exercise of the chief power granted to Congress, the incidental powers would of necessity be at an end. Congress would have no authority to continue to exercise an incidental power which in a measure involves local regulation after it had fully enjoyed and exhausted its main power and had gathered all the benefits accruing therefrom.

But it may be argued that such publication is prejudicial to the tax-payer. This may be true, and if the Congress had attempted to suppress all publications, its act probably could have been made effective, but in this case the Congress attempted to regulate the manner of the publication of the lists. This was clearly a usurpation of power. It was not an incident to its power to tax, but obviously an attempt on the part of the Congress to say in what manner the people should acquire information made available to them. Moreover, if the enactment is susceptible of the construction given it by counsel for the Government, the act would be a clear transgression upon the First Amendment to the Constitution, which forbids an abridgment of the freedom of the press.

In this view, the Court is constrained to hold that the enactment is violative of the First Amendment to the Constitution and is void in law.

2.—In the above discussion the theory has been followed to the effect that the publication as made offended against the Congressional act. I am not inclined to that theory. The statute upon which the indictment is based makes it "unlawful for any person to print or publish in any manner whatever not provided by law any income return or any part thereof, or source of income, profits, losses or expenditures appearing in any income return."

The publication in question did not violate this provision, as no publication was made "in any manner whatever" of "any income return or any part thereof," and did not purport to cover any income return, but, as conceded on argument, the Government indictment charges only that the publication as made was from a list of those who had paid a tax and the amount paid by them, respectively. This was separate and apart from the return and may have been different from the return, or it may have checked against a single item not including the name of the taxpayer in the return.

Paragraph "B" of Section 257 of the Congressional Act, as hereinbefore set out, enjoins upon the Commissioner the duty to have prepared and made available

to public inspection, "lists calling the name and post office address of each person making an income tax return, together with the amount of the tax paid by such person."

Undoubtedly it was the Congressional purpose to preserve the cloak of secrecy upon the returns of income taxpayers, but after the imposition and the payment of the tax, then the fact of the payment with the name of the taxpayer and the amount paid by him must be made available for public inspection.

It could only be a violation of the law if it could be construed as printing and publishing by indirection a part of the return. In all probability the Congress had this in mind when it provided that the name and amount paid by a taxpayer should be made available for public inspection. Moreover, the inhibition of the section is directed against the publication "in any manner whatever" of any portion of the return "not provided by law."

If, therefore, the amount paid as a tax may be construed as part of the return, it was excepted from the provisions of the penal statute, for its publication is in a measure provided for by law in this that it must be made available for public inspection.

Section 3,167, Revised Statutes, reenacted as a part of the Revenue law of 1924, forbids any officer of the Government from divulging or making known in any manner ever the amount or source of income or any particulars thereof set forth or discussed in any income return. Yet such officer by another section of the statutes is required to expose to public inspection a list of all income taxpayers with the amount paid by each.

It would be strange indeed if any interpretation more favorable to an officer should be made than to the unofficial person mentioned in practically the same language in the same statute.

It is my judgment that the name of the taxpayer and amount paid by him was not considered by the lawmakers such an important part of the return as to cover it with the cloak of secrecy. Even if the Congress sought to maintain a measure of secrecy upon this information, it not only exceeded its authority, but impinged upon the First Amendment to the Constitution. In view of the foregoing, the demurrers of the several defendants will be sustained.

Friends to Honor Rowe Stewart

Advertising friends of Rowe Stewart, recently elected vice-president and general manager of the *Philadelphia Record*, are arranging a dinner to be held in his honor Dec. 9, at the Ritz Carlton Hotel, Philadelphia. In addition to his newspaper position, Mr. Stewart is a former president of the Associated Advertising Clubs of the World.

Sunday Edition Launched

The Post Publishing Company, publishers of the *Salisbury (N. C.) Post*, an afternoon daily, began Sunday, Nov. 30, to publish a Sunday morning issue. J. F. Hurley is president of the company and editor of the Post.

THE TACOMA NEWS TRIBUNE

TACOMA

Population, 112,000 People

Local flour mills export over 1,500,000 barrels of flour each year; Tacoma Smelter largest in the West; 2 High Schools, 6 Intermediate Schools, 39 Grade Schools, College of Puget Sound, Annie Wright Seminary and 145 churches.

You can blanket the rich and prosperous territory of Tacoma and Southwest Washington through the columns of the News Tribune: A. B. C. Audited Circulation, 32,643.

Frank S. Baker, Charles B. Welch, President, Editor and Gen. Mgr.

ADVERTISING REPRESENTATIVES

David J. Randall, Ford, Parsons Co., 341 Fifth Ave., 360 No. Michigan Ave., New York City, Chicago, Illinois.

R. J. Bidwell & Co., San Francisco and Los Angeles, Cal.

Obituary

MARGARET CULLINAN BRESNAHAN, 72, mother of J. F. Bresnahan, business manager of the *New York World*, died in Springfield, Mass. Nov. 26.

MRS. REBECCA J. SEITZ, 81, mother of Don C. Seitz, of the *New York World*, died at her home in Cos Cob, Conn., Nov. 22.

A. E. GUYTON, 51, city editor of the *Coos Bay (Ore.) Times*, and southwestern Oregon correspondent for the *Portland Telegram*, and for Seattle and San Francisco papers, died recently from a heart attack.

F. A. WRENCH, editor and publisher of the *Sparta (N. C.) Alleghany Star*, died at his home last week after a brief illness.

WILLIAM L. REID, publisher of the *Fayette (Mo.) Advertiser*, died Dec. 1.

MRS. P. W. KEMP, wife of the publisher of the *Argyle (Minn.) Banner*, died recently of heart failure.

URBAN J. HOULT, a member of the firm of Radcliffe & Hoult, publishers of the *Merced (Cal.) Evening Sun*, died recently after an illness of several weeks.

MRS. LOUISE HAMMOND, wife of Ross Hammond, former publisher of the *Freemont (Neb.) Tribune*, died recently in California.

J. W. HINCHON, 59, editor of the *Algonia (Ia.) Courier* for 25 years, died Nov. 23 at Ventura, Ia.

A. D. HILL, 82, editor and owner of the *Prophetstown Spike, Tampico Tornado and Morrison Herald*, western Illinois newspapers, died Nov. 26, at Sterling, Ill., where he had spent his declining years.

B. FRANK WOOD, proprietor of the Doane Street Press, Boston, and past president of the Boston Press Club, died in the Lawrence Memorial Hospital, Nov. 28.

JOHN J. STRANAHAN, 81, for many years owner and editor of the *Chagrin Falls (Ohio) Exponent*, died at his home in Cleveland recently.

WALTER W. SCHMIDT, 43, for 16 years photo-engraver of the *Pittsburgh*

Chronicle-Telegraph and the *Gazette-Times* died at his home in Pittsburgh, Nov. 25.

EDWARD P. B. RANKIN, editor of the *Marine Guide*, Boston, and for many years on the staff of the *Boston Herald*, died at his home in Dorchester, Mass., Nov. 28.

JOHN F. MCQUADE for 38 years in the employ of the *New York Sun*, died in New York Dec. 1. He was routeman for the newspaper at the time of his death.

W. L. AGNEW, Chicago advertising man associated with the Mitchell-Faust Advertising Company, died last week.

O'Neill Joins Oswald Company

The *American Printer* has announced the election of Matthew J. O'Neill as treasurer and general manager of the Oswald Publishing Company. Mr. O'Neill was for 26 years general manager of *Machinery*, of New York.

You Know It's The Beacon Journal In Akron, Ohio

No one disputes that fact. But do

You Know

that business is booming in Akron—that the factories are working three shifts—that every one is buying what they want, as well as what they need. Money is plentiful—business is good.

Run Your Campaign in a Live Paper, in a Live City.

A Security Market

with complete newspaper financial service.

Buffalo offers a promising market for high grade securities. The *Buffalo Evening News* financial and business pages are complete, interesting, prompt; carrying TO-DAY'S news of activities in commerce and markets TO-DAY.

The News with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory. A. B. C. Sept. 30, 1923, \$119,754 total net paid.

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

*Present average circulation 128,783
Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. Lytton Bldg.
New York, N. Y. Chicago, Ill.

THE same standards of quality are maintained by The News today that caused this paper to be recognized as one of America's best dailies long years ago.

The Dallas Morning News Supreme in Texas

first!

- in circulation
- in lineage
- in reader interest
- in proved results

The Indianapolis NEWS

A Stable Market

THE Milwaukee-Wisconsin market offers your most dependable sales opportunity in 1924! The first city of diversified industries located in the world's richest dairying center—an unbeatable combination—thoroughly covered by one advertising medium—

The Milwaukee **JOURNAL** FIRST—by Merit

New Haven Register

is New Haven's Dominant Paper

Circulation over 42,171 Average

Bought every day by more New Haven people than buy any other TWO New Haven papers COMBINED.

New Haven Register

The Julius Mathews Special Agency Boston—New York—Detroit—Chicago

CIRCULATION

FOR ALL DISTRIBUTORS OF DAILY NEWSPAPERS

By J. OMANSKY

DURING the past decade circulation promotion methods have been subjected to the closest scrutiny by the A. B. C., local advertisers, circulation managers' and publishers' organizations, and in many instances by readers.

At the recent convention in Atlantic City of the Association of National Advertisers the delegates were treated to the spectacle of three representatives of as many lading magazines describing or rather defending their respective methods of obtaining subscriptions. Why they or newspaper circulators should have to defend their methods of promotion has never been quite clear to us because the means used to get new readers are not important. What is paramount, and yet is not investigated by any official body, is how a publication holds its readers.

When at the next convention newspaper circulators appear, as we understand they may, they should explain whether their readers are held on the merits of the papers they sell or whether their papers have to be resold continually to the same people and kept in homes by the use of premiums, yearly bargain offers, prizes to boys, contests, and the like.

It seems to us that, in order to introduce a paper to non-readers almost any method is justifiable. But when the same method, regardless of what it is, has to be resorted to to keep the readers in line such a circulation is of doubtful value to advertisers.

We know papers that continually canvass with premiums and sign and re-sign the same readers. We know other papers that hold large portions of their circulations by giving prizes to boys who get the same friends, relatives, and neighbors to subscribe every time an offer is made; and there are papers that inflate their circulations by running contests almost every year.

No, it's not the method to get the business that counts, it's whether a paper can hold circulation on merit that is important.

While on the subject of promotion methods the following letter from a circulator of a six figure paper is pertinent:

"Give some thought to the terrible practice of paying city and out of town agents a top-heavy salary, providing they have no returns.

"Another beautiful practice is to pay the carriers extra for so-called 'additional delivery service,' due to late arrival of trains. In some towns this pay for making a separate delivery of late papers occurs six or eight times per month, the agent being allowed \$3.00 on each occasion.

"We are also informed that in some of the larger towns the carrier is sent a hundred more papers daily than he really needs and after paying the bill in full he receives a refund check for extra services rendered.

"On Single Mail it seems that the use of premiums to obtain subscriptions must

be mentioned very plainly in the Audit Reports, but if it costs \$5.00 to secure a \$4.00 subscription through the use of men driving the rural routes, it is O. K."

Such wasteful unbusinesslike methods are employed by at least one paper in almost every town to make the paid figures look big because the A. B. C. considers only paid circulation valuable. We find no quarrel with that and will not until we can devise a better way of gauging the value of circulation, but we believe that business maintained in the manner described above should be so designated.

The general slump in circulation right now should not cause any one to lose sleep. The let-down after election and the early start in Christmas buying are the principal causes of the drop in sales. The pick-up will come around about the middle of January.

Another reason for the slump is that circulation organizations district men, street men, canvassers, and even carriers usually get into ruts about this time of the year. A little shaking up is needed every once in a while even in the best organizations. Frequent meetings, not the pep kind to which all the boys are hep, but gatherings of an informal nature where common problems are discussed, editorial plans announced, promotion campaigns examined, will do more to get men out of ruts than any other method we know. All departments have their let-downs and need jarring from time to time.

Many papers that use premiums in house to house canvassing find it best to have the verifiers deliver the premiums two or three weeks after the orders are taken. This is done on the supposition that when a subscriber continues the paper for at least two weeks he will live up to the terms of his contract.

When solicitors take signed orders it is well to have the verifiers get signatures which will indicate that the papers are being delivered properly. In this way two signatures are obtained which serve as a check on both the canvassers and verifiers. Yes, the latter have to be checked.

We have found the indirect method of verifying the most successful. A new subscriber is not asked whether he gave Mr. Smith an order. He is asked whether his service is satisfactory and whether he likes the paper. In this way no reflection is cast on the canvasser and the order, if O. K., is clinched.

The cross word puzzle feature seems to

have reached the level of other stock features with a definite following. Many papers are finding it worth while to stimulate interest in the puzzles by offering prizes for the best puzzles submitted by readers.

The *Columbus Dispatch* and other papers are running the puzzles in the want ad sections. That's a smart thing to do.

A cross word puzzle book should make a good premium now.

There was a period after the war when news of murders did not affect sales except when the cases were local and the persons involved prominent. The explanation was that the wholesale killing during the war hardened people and dwarfed by comparison single murders.

As a result many papers gladly took advantage of the situation and subordinated stories of crime. Now, any kind of a murder is good for a spurt in sales for a few days, and papers wanting mass circulation can get it by playing murder stories big.

Truck service to suburban towns is rapidly spreading, especially among afternoon papers. This use of trucks in trading areas is expensive but necessary, in most instances, if subscribers are to be given the best possible service.

Afternoon papers that find it impossible to compete for rural route circulation with their morning rivals now find themselves on more of an equal footing when they deliver to farmers their papers on the day of publication.

Where roads are good and population dense, truck service can be maintained at little higher cost than baggage and mail.

To Build New Paper Mill

The new Lake St. John paper mill of Price Brothers & Co., Ltd., at St. Joseph Dalma, Quebec, will be completed and producing paper by Dec. 15, 1925, it was announced this week.

GRAVURE SECTIONS PRINTED

SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK.

Standard Gravure Corporation

LOUISVILLE, KY.

RADIO AMATEURS RELAY NEWS

Syndicates Test Them for Emergency Use When Wires Fail

To demonstrate the value of amateur radio for forwarding news dispatches in times of emergency, when communication by wire it cut off, 68 messages addressed to as many newspapers were started recently from New York City over the routes of the American Radio Relay League.

These messages were addressed to the member papers of the North American Newspaper Alliance. After leaving the offices of the N. A. N. A., New York, the messages were transmitted by E. M. Glaser of Brooklyn.

One of the messages as received by T. E. Graves of Cambridge, Mass., and delivered to the *Boston Post*, read: "Thanksgiving greetings from the North American Newspaper Alliance via American Radio Relay League. Here is an example how amateur radio can serve you when communication lines fail."

WHY SOME TEXAS CAMPAIGNS FAIL?

Because

The BEAUMONT ENTERPRISE

AND

The BEAUMONT JOURNAL

were not on the list. Some Sales Managers think they can cover Texas with four papers. They can not.

Ask Beckwith—He Knows.

The most successful of all newspaper consolidations.

THE NEW YORK HERALD

New York Tribune

The

Pittsburgh Press

A Scripps-Howard Newspaper
Daily and Sunday

Has the Largest CIRCULATION IN PITTSBURGH

MEMBER A. B. C.

Foreign Advertising Representatives
ALLIED NEWSPAPERS, INC.
New York Office—52 Vanderbilt Ave.
Chicago Office—5 North Wabash Ave.
San Francisco—Cleveland—Cincinnati

"FIRST IN PUBLIC SERVICE"

The World

The World and the Evening World have a combined circulation daily, of 750,000 for \$1.20 per agate line gross, subject to contract discounts. These two papers are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

The Evening Star

Pulitzer Building, New York
Mallory Bldg. Chicago
General Motors Bldg. Detroit

The

Plain Dealer

has the Largest Circulation of Any Cleveland Daily Newspaper

205,569

J. B. Woodward
118 E. 42d St.
New York

Woodward & Kelly
Security Bldg.
Chicago

Utah, Southern and Eastern Idaho, Eastern Nevada and Western Wyoming—the territory served by

THE

Salt Lake Tribune

No other section of the country offers the advertiser the opportunity of practically covering four states by using one newspaper.

FOREIGN REPRESENTATIVES
The S. C. Beckwith Special Agency
New York—Chicago—Detroit—St. Louis—Kansas City—Atlanta.

PACIFIC COAST REPRESENTATIVE
M. C. Mogensen & Co., Inc.
Los Angeles—San Francisco—Seattle

ALL IN THE DAY'S WORK

Drawn Exclusively for EDITOR & PUBLISHER

By A. E. HAYWARD

"Somebody's Stenog" Tells What She Knows About Him



SCENE: Office of A. E. Hayward, cartoonist.

A. E. Hayward—"Miss O'Flage, is there anyone out there?"

Somebody's Stenog.—"How do you mean that? I guess I'm nobody, is that it?"

A. E. H.—"What I mean, is there anyone else? I seem to hear voices."

S. S.—"There you go with that trance medium stuff again. Well, yes. EDITOR & PUBLISHER wants to know something about you."

A. E. H.—"Are they both out there?"

S. S.—"Each of it. Shall I tell them what I know about you?"

A. E. H.—"Great Scott, girl, use discretion. Wait—I'll be right out."

S. S.—"You see? He's always cramping my style. I could have told you a bookful—well, here he is now."

A. E. H.—"Good-morning. I feel very much honored—"

S. S.—"There, you see? Right away a lot of blah. Pin him right down to facts or he'll be wanderin' off into the wildest, dreamiest stuff about great big open spaces and art and his latest song idea or blank verse—and believe me it's blank enough and—"

A. E. H.—"I hope you will pardon the interruptions of this young lady. I just have her around to—"

S. S.—"To keep your feet on the ground, though Heaven knows you shouldn't have any trouble in that respect."

A. E. H.—"Miss O'Flage, EDITOR & PUBLISHER is not interested in such trifling matters as the size of the shoes I wear."

S. S.—"Oh, baby! They're no triflin' matter."

A. E. H.—"Well, ahem. I suppose I must admit that I was born and grew up to be a beautiful child—"

S. S.—"And someone pushed you and you've looked sad ever since."

A. E. H.—"No, No. Nothing of the kind. My father was an artist—"

S. S.—"Laws! You say that as if you were singing 'My Mother Was a Lady.'"

A. E. H.—"It was while crawling about my father's studio that I doubtless absorbed subconsciously much in the way of inspiration which later was to aid me in my painting. I remember as a boy the daily event of a talk with my father at twilight seated at his studio window—"



A. E. HAYWARD

S. S.—"Twilight seated at a window! You talk like a nut! See, if you don't pin him down in a coupla minutes you think you're a flea jumpin' over the hills on the moon. Listen. You studied at the Pennsylvania Academy of the Fine Arts, didn't you?"

A. E. H.—"Yes."

S. S.—"When did you first find out you could draw?"

A. E. H.—"Why, I haven't found that out yet."

S. S.—"Good footwork. Then, when did it occur to you that you had a bean good enough to drag down perfectly good money for the stuff you do?"

A. E. H.—"I believe the Philadelphia Evening Bulletin stood for a lot when they paid me for sticking about the place for five years."

S. S.—"And you did a suffragette comic for the New York Evening World, called 'Someday Maybe,' didn't you?"

A. E. H.—"Yes, but—"

S. S.—"Then there was the Sunday page on the old New York Herald and a lot of alleged humorous writing in the City Life Section of the New York American?"

A. E. H.—"Yes."

S. S.—"And now you're slugging for the Ledger Syndicate?"

A. E. H.—"Yes."

S. S.—"And you are a member of the New York Water Color Club, a director of the Philadelphia Water Color Club, and you skidded into a gold medal at the Academy one year, didn't you, for a group of water colors?"

A. E. H.—"Y—yes, but really those are matters one should speak of in another mood—"

S. S.—"Rats! Now can you think of anything in the world you're glad about?"

A. E. H.—"Two things. First that you haven't pulled the old wheeze that I was whipped in school for drawing funny pictures of the teacher and—secondly—you know when I met you—"

S. S.—"Good Heavens. What a man! That's all, Mr. EDITOR & PUBLISHER. He's going to get sentimental."

First nine months of 1924

Carried more Men's Wear advertising than the World and Sun combined.

NEW YORK EVENING JOURNAL

Astounding Growth of West Virginia's Banks

DURING the past thirty years, there has been a stupendous and continuous increase in the banking resources of West Virginia. This increase has exceeded 2400%.

In 1891, when the state department of banking was first established in West Virginia, the deposits amounted to \$14,064,086. There were 23 national and 49 state banks at that time.

In 1923, there were 125 national and 222 state banks, with business amounting to \$343,478,607.

This shows that, in a period of thirty-two years, West Virginia has

275 More Banks \$329,414,521 Increased Deposits

Banking resources are always indicative of a state's progressiveness and productiveness—two characteristics which are vitally essential to a good buying territory.

There is much money waiting for you in West Virginia, Mr. National Advertiser, provided you have the right, effective means of reaching the purchasing public. This can only be accomplished through the list of never-failing dailies shown below.

	Rate for Circulation Lines	Rate for Circulation Lines
Bluefield		Marshallburg
*Telegraph (M) 11,095 .05		*Journal (E) 4,438 .83
*Telegraph (S) 15,752 .06		Morgantown
Charleston		†Post (E) 5,985 .025
*Gazette (M) 19,619 .07		Parkersburg
*Gazette (S) 23,493 .08		*News (M) 7,261 .025
Clarksburg		*News (S) 8,548 .025
Telegram (E) 9,479 .04		*Sentinel (E) 7,751 .03
Telegram (S) 11,797 .045		
Huntington		
Advertiser (E) 11,178 .04		
*Herald-Dispatch .. (M) 14,893 .04		
*Herald-Dispatch .. (S) 14,442 .04		

*A. B. C. Statement, Sept. 30, 1924.

†Government Statement, Sept. 30, 1924.

BOMB HOAX JAILS 3 PUBLICITY PLOTTERS

Vicious Movie Press Agent Stunt Staged in San Diego Newspaper Office Proves Boomerang to Perpetrators

A moving picture press agent at San Diego wanted to "break into" the first pages of the local papers on Thursday of last week, and succeeded so handsomely in his free publicity venture, that he drew eight-column banner headlines and jail cells for himself and two others in the alleged conspiracy.

This incident of press agent fury is without a precedent for impudent audacity.

The "master mind" of the San Diego stunt appears to be a young gentleman named Max Brunstein, publicity agent of the Plaza Theatre. Arrested with him were C. C. Platt, manager of the house, and William Fife, a working man, who had been employed for the occasion by the press agent.

Brunstein's job was to attract public attention to a melodramatic picture showing at the Plaza. The advertising columns of the newspapers were not good enough for him. His ambition to fill the seats of the playhouse, through free publicity, became so overheated that he conceived the idea of planting a "bomb" in the editorial rooms of the *San Diego Union and Tribune*, the underdone idea being that he would thus wake the editors up to the importance of the occasion.

A suitcase containing a fake bomb and other paraphernalia was discovered emitting smoke by a member of the staff of the newspaper. Clockwork could be heard ticking within the case. The entire building was quickly vacated, and a telephone girl in a booth bravely remained at her post until everyone had been warned of the possibility of an explosion.

The police and fire departments rushed to the scene. An intrepid fire chief grabbed up the smoking and ticking suitcase and carried it from the building. An hour later the suitcase was opened, revealing the fake.

The offices of several physicians are located in the Union and Tribune building. An aged woman, undergoing treatment in one of the offices, was so shocked by the hoax that for a time her life was despaired of.

Extras were put on the street by two evening papers, telling of the outrage. Later editions told of the arrest of three men. They were charged with malicious mischief, disturbing the peace and conspiracy. The "bomb" was planted by the workman, who received \$2 for the job.

The owners of the theatre immediately took a half page advertising space to explain and apologize. It was asserted that the press agent and the manager had been discharged. Both made public apologies and asserted that no one but themselves were involved in the stunt.

The *San Diego Union* said in an editorial box:

"The hoax was vicious. It was contemptible. It was arranged by cheap promoters to get cheap advertising for a cheap movie. There was no zest of ignorant humor to the affair—merely a thoroughly sordid, penny-pinching desire to get advertising without paying for it, no matter what it might cost others. The

WIRE NEWS
For Evening and Sunday Newspapers
International News Service
21 Spruce St., New York

immediate results of the thing may prove tragic. The indirect results can hardly be counted.

"The perpetrators of this affair are not merely contemptible, nor merely ridiculous. They are dangerous. The damage they have already done cannot be repaired, and the harm that may result cannot be forestalled. They should not escape, then, merely with a burden of contempt and ridicule.

"Steps are of course being taken to prosecute the offenders for their violation of law, and to get action on the case by leaders in the motion picture industry. It is hard to believe that a mature man, mentally normal, could have been persuaded, or hired, to take part in a thing of this kind."

Kansas Daily Changes Hands

The *Augusta* (Kan.) *Daily Gazette* has been sold by W. K. Leatherock, publisher, to Burns Hegler, former publisher of the *El Dorado* (Kan.) *Times*, more recently general manager of the *Wichita Falls* (Tex.) *Record-News*. The retiring publisher has been in charge of the paper for the past five years. Formerly a weekly, the *Gazette* became a daily in 1919.

RENAUD EXPLODES MYTH OF CYNICISM

(Continued from page 12)

the *Chapparral*, the undergraduate humor magazine. He also edited the college annual.

Out of college, the present New York sub-editor experienced the usual economic depression. Instead of accepting the glowing offers to become insurance salesman at high commissions and loss to shoe leather, he called on San Francisco newspapers with clock-like regularity. His money gradually diminished.

One day, when he literally was "down to his last nickel," the *San Francisco Examiner* relented sufficiently to give him a street job at \$12.50 a week. Renaud remained on San Francisco dailies for nine years becoming dramatic critic on the *Bulletin*, and later holding the same position on the *San Francisco Chronicle*.

After the earthquake of 1906 he faced east, and 1912 found him on the staff of the *New York Globe*. With a little money in his pocket, and ambition, he decided to free-lance a while. This was partially successful, but unsteady, and he eventually determined to indulge another interest. He became manager of B. F. Keith's Chestnut Street Opera House in Philadelphia.

"From 1913 and 1914," Renaud tells himself, "I had a burst of playwriting. I believe I wrote more unsuccessful plays in a given time than any other man who ever lived.

"The number? Oh, I'd have to open my trunk and spend a week counting," he laughingly declares.

It is public record, however, that Jane Cowl played in one of his productions, "Betty Behave," which lasted all of two weeks in 1916.

1925 will be a Prosperous Year

AN immediate gain of thousands of NEW prepaid subscribers is the best possible way to start the New Year. Our campaigns offer the one SURE way to obtain this circulation increase, as is proven by over twenty years of unquestioned supremacy and the number of leading metropolitan dailies who use and endorse our services.

HOLLISTER
CIRCULATION ORGANIZATION
717-715 COM. EXCHANGE BLDG.
LOS ANGELES, CAL.

After this episode, Renaud, who had spent all his ready cash, had to go to work on newspapers again. He got a job on the *New York Tribune*. Two years ago he spent about a year as night managing editor on the *New York Herald*. He returned to the *Tribune* before the *Herald-Tribune* merger.

On the *Herald Tribune* Renaud has filled practically every position. His fellow workers declare him to be one of the most efficient all-round newspaper men in the business.

But Renaud himself, being a modest man, grumblingly admits:

"Well, one thing, I've never written fashions."

But some day, perhaps, he will.

RADIO PICTURES NEW SCIENTIFIC TRIUMPH

(Continued from page 5)

international affairs," he said at that time, "is a device whereby the front page of the *London Times*, for instance, can be put into a machine and zip!—it will be in New York."

The next day E. F. W. Alexanderson, consulting engineer of the General Electric Company and at that time chief engineer of the Radio Corporation, told Gen. Harbord that within a week he could lay before him the engineering data on which Mr. Young's suggestion could be made good. He did this and the work of devising and developing the machines Mr. Alexanderson outlined was immediately taken up by Mr. Ranger and his associates. Three months ago, it required four hours to transmit the same picture which came through in the public tests last Sunday in 20 minutes. The entire invention has been developed in less than two years.

In addition to sending pictures across the Atlantic, there are several other uses for this new process, such as:

Enabling signatures to be sent instantly to prevent delays in waiting for signed documents by mail.

Herman Bernstein sailed for Europe November the 27th

WATCH

for his first

CLOSE-UPS

of

ENGLAND

New York Territory has been secured by the

Brooklyn Daily Eagle

Federal Feature Syndicate

160 Fifth Ave., New York

afraid of love

By Christabel Russell (The Hon. Mrs. John Hugo Russell)

A gripping story by the mother of the famous "dream baby," sensational figure in one of the most remarkable divorce cases ever contested in the English courts.

A novel of married life by a woman of extraordinary experience.

Don't miss it—wire your reservation. Immediate Release.

Readers' Syndicate, Inc.

799 Broadway New York City

Sending facsimiles of any printed matter instantaneously.

Transmitting portraits of criminals across the Atlantic or to ships at sea for identification purposes.

In sending pictures or other printed matter across the Pacific from New York, Capt. Ranger said it would probably be done in relays.

"To transmit a picture to Japan, we would first send it across the country to the Radio Corporation's station in California. Here it would be relayed to the Hawaiian Islands, where there is another high power station, and then to Japan. These relaying stations work automatically and it would not be necessary to receive the picture in California and then start it over again."

N. Y. Times Warns of Imposter

The *New York Times* this week issued warnings against a man representing himself as a subscription agent of the *Times*, who has obtained money under false pretences in Philadelphia, Cleveland and other cities. The man has used the names of "Harold M. Marshall," "Harold A. Frazer" and "Harold A. Willing."



Trade Marks and Trade Names

Our Washington correspondent enables us to keep our readers posted on important trade marks and trade name decisions.

WESTERN ADVERTISING
566 Market St., San Francisco
6 months' trial subscription \$1 with Big January Annual \$1

Our Features:

- Irvin S. Cobb
- Samuel G. Blythe
- R. L. Goldberg
- Roe Fulkerson
- Don Herold
- O. O. McIntyre
- Nellie Revell
- Will Rogers
- H. J. Tuthill
- Albert Payson Terhune and others

The McNaught Syndicate, Inc.
Times Building, New York

AUTOMOBILE FEATURES

Touring — Camping — Traffic — Gasoline — Upkeep — Roads — Legislation — Taxation — Insurance — Garaging — Used Car Buying and Selling and all the other

BIG SUBJECTS OF MOTORING COVERED IN A BIG WAY

The Ullman Feature Service
Woodward Bldg., Washington, D.C.



OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

NOT only for the newspaper library but also for every library, whether public or private, one of the books of the year is unquestionably "Joseph Pulitzer—His Life and Letters" by Don C. Seitz (Simon and Schuster). To sum up the contents of this volume of something like 500 pages requires more space than can be afforded in this department. Briefly, the volume tells the Pulitzer story from the time a penniless seventeen-year-old chap jumped off a sailing vessel in Boston Harbor until this same boy, who had become a great, fearless editor of crusading newspapers with large circulations, died on board his palatial private yacht, "Liberty," then cruising in southern waters.

Between these two incidents are chapters telling of Pulitzer's political career, his struggles to make his newspaper properties dividend payers, his tragic attempts to substitute six secretaries for his two blind eyes, and his remarkable benefactions, for the most part, to newspaper causes. To write this volume must have been an assignment of love on the part of Mr. Seitz, who was for many years an intimate friend and trusted business adviser of Joseph Pulitzer.

The book especially appeals to me because the author, in covering his assignment, has not overlooked the human side of his former chief. The latter, for example, when Col. Harvey was being battered more or less in the editorial columns of the World by Frank I. Cobb and Horatio W. Seymour, its chief editorial writers, sent the following wire from Bar Harbor:

Tell Cobb, Seymour, etc., to treat Harvey more gently, even when he is wrong. Able, brainy fellow and one of my boys. A little tight now and then all right, but don't handle him too severely. I like him.

Again the author recalls many forgotten chapters in the history of New York journalism, such as when Frank A. Munsey gave New York its first tabloid newspaper—the *Daily Continent*. He gives the editorial writer a wonderful resume of the political battles in which the World was on the firing-line—chapters which supplement but do not supplant "The Story of a Page," a book by John Langdon Heaton, describing in detail the editorial page of the World under Pulitzer.

For the readers of this department a chapter which should be well-thumbed is the one outlining Pulitzer's idea of newspaper editing and making. (Chapter XVII). A good example of his system will be found in the memorandum which he once sent to Charles M. Lincoln, then managing editor of the World, to concentrate on these objectives:

1st. What is original, distinctive, dramatic, romantic, thrilling, unique, curious, quaint, humorous, odd, apt to be talked about, without shocking good taste or lowering the general tone, good tone, and above all without impairing the confidence of the people in the truth of the stories or the character of the paper for reliability and scrupulous cleanness.

2nd. What is the one distinctive feature, fight, crusade, public service or big exclusive? No paper can be great, in my opinion, if it depends simply upon the hand-to-mouth idea, news coming in anyhow. One big distinctive feature every day at least. One striking feature each issue should contain, prepared before, not left to chance.

3rd. Generally speaking, always remember the difference between a paper made for the million, for the masses, and a paper made for the classes. In using the word masses, I do not exclude anybody. I should make a paper that the judges of the Supreme Court of the United States would read with enjoyment, everybody, but I would not make a paper that only the judges of the Supreme Court and their class would read. I would make this paper without lowering the tone in the slightest degree.

4th. Accuracy, accuracy, accuracy. Also correctness, intelligent, not stupid, condensation. No picture or illustration unless it is first class both in idea and execution.

Typical of the pungent criticisms which the author says fell from Pulitzer in constant showers on Mr. Lincoln is the following:

The man who wrote the enclosed story on "Why Tennessee will Elect a Republican Gov-

ernor," certainly ought to be discharged and the copy reader and the man who passed it. Who is Hopper? Banker, cow puncher, astronomer, or what? The story does not say, except that he was an orphan found in the streets. Somebody ought to be ashamed of himself.

Apropos of the sketch of Stimson in the paper of Sunday, Oct. 2, what is ordinary height? Would it not have been just as easy to have said "The man is five feet six, or seven, or eight?" Just ask any number of men "What is ordinary height?" and see whether you can get two men to agree.

If Pulitzer often "spanked" these editors, as Mr. Seitz says, he did, almost as frequently, "pet" them with notes of praise such as the following:

I want to thank you for your notes during the summer and your effective efforts. You certainly cannot complain about my having interfered or being disagreeable. I am in a very appreciative mood, although disappointed about Curate. If you don't know the word, ask Seitz. It is either a dreadful word or a very fortunate one. You should always have it on your mind.

Mr. Seitz explains the word "curate", which was a code word for circulation—something that was never out of Mr. Pulitzer's mind.

The New York World under Pulitzer and the *New York Evening Post* under Godkin were strange newspaper bedfellows. When Godkin died, however, Pulitzer issued the instruction:

Mr. William B. Merrill must write an editorial, a tribute to Godkin's ability, all the more so because the man never failed in fifteen years to abuse the *World*, and no doubt hated me. I think the profession has lost the ablest mind since the death of Greeley. It is a great loss to the independent thought of the press.

To the Pulitzer School of Journalism at Columbia University Mr. Seitz has devoted practically a chapter. In it I wish he had put some of those things which he told me in that chat I had with him in his private office—but that is another story. It is especially appropriate, on the other hand, that the two members of the publishing house issuing the volume should have been trained in the Pulitzer School of Journalism. It may be said in passing that Mr. Seitz urged Pulitzer not to establish a school of journalism, but endow the World and thus make it fool proof.

In writing "thirty" I want to say that Don Seitz has produced a biography that needs no editing before being sent to the composing room. In preparing his copy he has followed the instructions of his former chief as to what makes a good story. Its "curate" ought to be large. To show my appreciation I mark this review "Led" All—Top of Column".

TO the December issue of *The World's Work* Carl C. Dickey contributes the fourth article of his series, "The Truth About the Newspapers." He entitles his December article "Dragoons of the Press." For the most part he considers how crime is handled by newspapers and in metropolitan dailies in particular.

After being somewhat critical of the man at the copy desk and the men on the street Mr. Dickey concludes his discussion with the following:

The American press is undoubtedly the finest and freshest in the world, but it could be infinitely finer and freer if it developed a conscience to match its power. Its reversions to barbarism now are too frequent, especially in the gathering of news. It has developed a conscience in its presentation of advertising much more rapidly than in its presentation of news. There is no doubt that it will develop that conscience in time, and that its dragoons will learn to use their heads more and their feet less.

This article by Mr. Dickey is not illustrated by photographs, but there is something in it by inserts which gives the dictum on news as set forth by Charles Anderson Dana, and the functions of a newspaper as set forth by E. Lansing Ray, publisher of the *St. Louis Globe-Democrat* and James T. Williams, Jr., editor of the *Boston Transcript*. An interesting quotation for the record made of the first-page stories during the month of January is printed in the *Cleveland Plain Dealer* and compiled by the editor, E. C. Hopwood.

Illinois

The Most Populous State West of Alleghanies

Although Illinois with a population of 6,485,280, ranks third among all the States, it holds first place west of the Alleghany Mountains. Of these 6,485,280 beings, 5,278,339 were native born—while 67.9 per cent of the number constitute urban population.

Of the 1,767,600 persons between the ages of six and twenty-one, residing in Illinois, 1,127,560 were enrolled in the public schools while the enrollment in private schools was 241,739 making the total school enrollment 1,369,299.

It can be clearly seen from these figures that not only does an advertising campaign centered in Illinois reach a large number of people, but also an educated, thinking, discriminating people. Tell them the merits of your product and their own good judgment will make them try it.

These listed dailies are well worthy of your trust as well as that of the intellectual public they so conscientiously and effectively serve.

	Circulation	Ratio for 2,500 Lines	Ratio for 10,000 Lines
*Aurora Beacon-News (E)	17,408	.06	.06
*Chicago Herald & Examiner (M)	348,005	.55	.55
*Chicago Herald & Examiner (S)	1,018,917	1.10	1.10
Chicago Daily Journal (E)	120,449	.26	.24
*La Salle Tribune (E)	3,230	.025	.025
*Moline Dispatch (E)	10,680	.045	.045
*Peoria Star—(E) 29,197 (S)	22,236	.075	.06
*Rock Island Argus (E)	10,605	.045	.045
*Sterling Gazette (E)	5,734	.04	.04

*A. B. C. Statement, Sept. 30, 1924.

KANSAS GROUP IN N. Y. TO EXPLAIN AD DRIVE

Seven Newspaper Publishers and Managers Give Luncheon to Advertising Men—Outline Their Cooperative Campaign

To present the facts on marketing conditions in Kansas, representatives of the Kansas Daily Newspaper Advertising Association were to give a luncheon Dec. 5, at the Waldorf Hotel, New York, to representatives of leading New York advertising agencies. Marco Morrow, general manager of the *Topeka Capital*, is association president, and Charles L. Nicholson, advertising manager, Hutchinson News, secretary.

Speakers at the luncheon were to be: Senator Arthur Capper, publisher of the *Topeka Capital*; Henry J. Allen, publisher of the *Wichita Beacon*, and former Governor of Kansas; Marcellus M. Murdock, publisher of the *Wichita Eagle*; George W. Marble, publisher of the *Fort Scott Tribune-Monitor*, and president of the National Editorial Association; and W. A. Bailey, general manager of the *Kansas City Kansan*.

The association, which includes 24 Kansas newspapers in its membership, has drawn up a new and definite plan of cooperation with advertisers, which the speakers will explain.

Last week the association gave a similar luncheon to the advertising men of Chicago.

CAMDEN DAILY EXPANDS

Post-Telegram Staff Enlarged Following Sale to Business Group

Many changes and improvements in the *Camden* (N. J.) *Post-Telegram* have followed the sale of that newspaper Nov. 17 to a syndicate of New Jersey business men headed by Killam E. Bennett, president; David Baird, Jr., vice-president, and Albert Woodruff, secretary.

Additions have been made to the local staff, and make-up and appearance has been almost completely changed.

P. I. Prentice, formerly of the *New York Tribune*, is the new general manager, succeeding F. F. Patterson, Jr., and Frederick Blair Jaekel, the new editor, replacing Upton S. Jeffrys. M. J. Donovan has been named circulation manager. Frank Albright remains as managing editor.

The night typesetting force has been doubled and a new Linotype machine has been installed.

VETERAN SPECIAL DIES

Frank R. Northrup Suddenly Stricken in New York, Nov. 29

Frank R. Northrup, widely known special newspaper representative, died suddenly in New York Nov. 29.

For 30 years he had conducted his own agency with offices at 350 Madison avenue, New York, and in the Association Building, Chicago. At his death he was representing about 45 newspapers. Prior to entering the specials' field, he was connected with the newspaper in his home town of Rome, N. Y.

He is survived by a wife and a daughter. Funeral services were held Dec. 1, at the Cathedral of St. John the Divine, New York, and burial was at Rome, N. Y.

Hearst Praises Rival's Plant

William Randolph Hearst and his son George Hearst, assistant publisher of the *San Francisco Examiner*, inspected the new plant of the *San Francisco Chronicle*, Nov. 29 as the guests of M. H. de Young, publisher. The "finest newspaper plant in the world," said Mr. Hearst. "It has gone several strides beyond the perfect point." Mr. Hearst admitted he was seeking new ideas for newspaper plants he said he was planning for Los Angeles and other cities.

DANVILLE, VA., MERGER FAILS

News Stockholders Disapprove—Vote to Sell to W. B. Smith, Manager

A proposed merger of the *Danville* (Va.) *News* and the *Danville Bee* fell through at a recent meeting of the stockholders of the *News* when they voted against merger of the two papers but approved a proposal for sale of the *News* to William B. Smith, manager and editor of the *News* since its organization about 18 months ago.

Some of the stockholders of the *News*

had been negotiating for some time with R. A. James, Jr., owner of the *Bee*, for a consolidation of the two properties, and Mr. James, it was said, favored the proposal. However, action of the *News*' stockholders blocked further action in this direction.

Mr. Smith, it is understood, paid \$10,000 in cash and assumed the obligations of the *News*. In an editorial announcing acquisition of full control of the property Mr. Smith said he would continue operation of the paper on a progressive plane.

Mr. Smith went to Danville from Rich-

mond, where for many years he was in newspaper work.

Both the *News* and *Bee* are afternoon papers. It is understood that Mr. James will continue publication of the *Bee*. He also is the owner of the *Danville Register*, morning paper.

Canadian Paper Revived

Shediac (N. B.) *Le Moniteur Acadie* which suspended publication several years ago, has been revived by Powl Robidoux, son of the former publisher, Ferdinand Robidoux.

SUPPLIES AND EQUIPMENT FOR NEWSPAPER MAKING

Don't "Pig" Metal It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT

SLUG FEEDER

Eliminates the Metal Furnace

Printers Manufacturing Co.
709-719 Palace Bldg.,
Minneapolis Minn.

Cline-Westinghouse Double Motor-Drive with full automatic push button control.

USED BY THE

ST. LOUIS STAR
St. Louis, Mo.

We refer you to them for their opinion



MAIN OFFICE
Fisher Building
348 S. Dearborn St.
CHICAGO

EASTERN OFFICE
Marbleidge Building
Broadway at 34th St.
NEW YORK

Hoe Pedestal Saw Tab

A compact, convenient and efficient Saw Table with a world-famous Hoe Saw that has the requisite number of Teeth properly set for cutting Wood or Metal. The Table is adjustable as to height to vary the protrusion of the saw while the Side Gauge can be set quickly through a Hand Wheel and a Lock Nut.

IF IT'S A HOE, IT'S THE BEST

R. HOE & CO., Inc.

504-520 Grand Street
7 South Dearborn Street
CHICAGO, ILL.

New York City
7 Water Street
BOSTON, MASS.



Used Newspaper Presses

Scott Quadruple Press Four Deck Two Pages Wide prints 4 to 34 pages.

Hoe Right Angle Quadruple Press, prints 4 to 32 pages.

Hoe Sextuple Press, prints 4 to 24 pages.

These three presses cut off pages 23 1/4 inches long, print 7 or 8 columns to the page.

PRESSES AVAILABLE FOR EARLY DELIVERY

Walter Scott & Co.

PLAINFIELD, NEW JERSEY

441 Monadnock Block
CHICAGO

1457 Broadway
NEW YORK

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.

BURRELLE

145 Lafayette St., N. Y. City
Established a Quarter of a Century

N. Y. DAILY NEWS

HALF-TONES

Best in the World

Made by

POWERS

NEW PROCESS

Printers' Outfitters

Printing Plants and business bought and sold. American Typefounders' products, printer and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

Web Presses for Sale:

Hoe 12-page web press; Hoe 16-page web press; Goss 16-page Junior straight line; Potter 16-page with color; Hoe 20-page web press; Hoe 32-page right angle quad; Goss half-tone and color press for comics, etc.; Scott five-color press. All above presses with stereotype equipment. Campbell Multipress 8-page, from flat forms (no stereotyping). All good outfits and all but one at very low prices. For details address Baker Sales Company, 200 Fifth Avenue, New York City.

MODERNIZE

your

COMPOSING ROOM

with

HAMILTON EQUIPMENT

Made in both wood and steel.

Manufactured by

The Hamilton Mfg. Co.

Two Rivers, Wis.

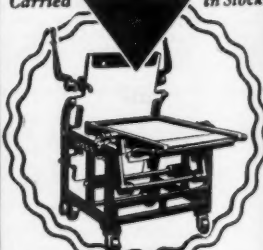
For sale by all prominent Type Founders and Dealers everywhere.

GOSS

STEREOTYPING

MACHINERY

Carried in Stock



Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of cast. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

DOLLAR PULLERS

BUSINESS TICKLER

ONE DOLLAR
WILL BE
PAID
FOR EACH
IDEA
PUBLISHED



ALL hands in daily newspaper offices at work to satisfy the Christmas rush, of course, but do not overlook the fact that the threshold of 1925 is just around the corner.

Make it a year of promotion! Sell your newspaper to new faces! Find a hundred or a thousand new causes to serve! Do not "fall" for a lot of "pretty" booklets, or broadsides, or wasteful novelties, which mainly add to the burdens of postmen and janitors, but sell your paper by established means of advertising which carry the message and do the business!

SOMETIMES a little social conversation with some "hard" prospect will reveal some point about his business concerning which he is particularly proud. Later draft some displays about this point and bring them to his attention. This plan has proved practical in a number of instances for an Iowa newspaper.—B. A. T.

Among the Christmas gift advertisers, photographers should wish to call attention to the advisability of sitting for a portrait to be given as a gift, and they should not be neglected at this period because they are not frequent advertisers.—C. M. Littelljohn, Washington, D. C.

Bad weather, rain and slippery pavements. Before long will come the first wet snow. Slush, mud, and more treacherous streets and roads. Motorists must have chains! Many of them, especially those who drive fast, should have chains on all four wheels. To the garage man who consistently urges the use of chains through his newspaper advertising there will be a big profit. A series of advertisements to run in your newspaper will meet with favor when you show them to the garages in your town. Here's a chance for a campaign that will run many weeks.—R. John Gibler, St. Louis, Mo.

City stores do a large business through C. O. D. orders. A page or more could be devoted to "Shop By Telephone" and under this boxed advertisements of firms with their phone numbers and their business. In the centre of the layout might be a large telephone cut with "Use Your Phone," "Shop C. O. D.," "Pay When Goods Are Delivered" and other phrases, and a small phone cut inside the box of each advertiser. This would make a striking display and could be cut out and

saved by housewives.—V. G. Dawson, Halifax.

Due to the constantly increasing or decreasing of automobile prices, some of them quoted as delivered to your city while other prices are not, several pages can be worked up on this stunt. Announcement is carried on the page that the prices quoted for each of the cars is delivered to your city, ready to run. It is best to sell about quarter size page advertisements with appropriate headings on each page, like "Automobile Prices Up-to-Date." Head each advertisement with the cut or trademark of the auto-

mobile mentioned. An additional page can be worked on filling stations, repair shops, garages, etc., to run along with it. This on one occasion made the writer an edition of twelve pages—Chas. H. Carson, Roanoke, Va., Times-World Corporation.

A stunt that gained six pages of advertising for a Lowell, Mass., newspaper should prove equally attractive elsewhere. It was announced that a \$20 check has been hidden somewhere in the business section of the city. The exact location could be learned by reading the advertisements on a double page spread in the paper.

In each advertisement one word had been inserted that had no connection with the copy. These 25 or 30 words when found and put together formed a sentence that disclosed the place where the check had been hidden.

The novelty of this idea appealed to many small advertisers, and practically all advertisements obtained came under the head of "new business." The stunt proved so popular that it was repeated three times.—Arthur N. Stackpole, Lowell.

HUNCHES

ONE DOLLAR
WILL BE PAID
FOR EACH
"HUNCH"
PUBLISHED

THERE ought to be a group of excellent suggestions you can embody in a pre-Christmas article on decorating the Christmas trees in the homes of your town, in order to prevent fires, as well as provide the maximum enjoyment to each home circle.—C. M. Littelljohn, Washington, D. C.

Christmas shopping was urged and made the theme of a novel newspaper contest conducted by the *Burlington* (Ia.) *Hawkeye* this year which gave prizes of \$10, \$5, \$2, and three \$1 prizes for the best essays of not less than 50 nor more than 200 words on the subject "Why You Should Do Your Christmas Shopping Early." "Shop Early" and "Buy in Burlington" were points to be emphasized in the essays and the newspaper hooked up these two in a novel publicity stunt to co-operate with its advertisers and merchants in promoting early Christmas shopping and the buy-at-home idea.—J. S. L., Rock Island, Ill.

There is a new ruling in basketball this year which permits the player to pivot. That is, he may step in any direction he pleases as long as he keeps one foot in position on the floor. He must also pass the ball before that foot leaves the floor, when he does move it. Many inexperienced referees have blundered in this ruling and have called a penalty when there was no call for it. A story going into this rule in detail

and giving practical illustrations might be interesting to basketball fans.—H. C. M., Logansport, Ind.

Who in your city has erected the greatest number of homes in the past five years? Go to the various leading contractors and builders and get some figures from them regarding the numbers of homes they have constructed.—F. H. W.

A New Serial

"Baroque"

by

LOUIS JOSEPH VANCE

An American Girl

in

The Clutch

of the

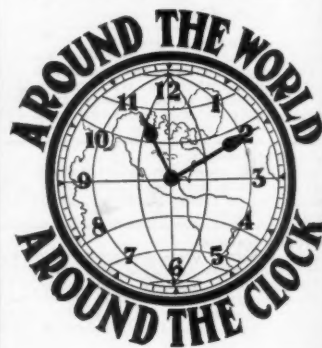
Dreaded Black Hand

Society

Write for Terms.

THE McCLURE NEWSPAPER SYNDICATE
373 Fourth Ave., New York City

BY UNITED PRESS



UNITED PRESS ASSOCIATIONS
World Building New York

CHRISTMAS SHORT STORIES

Full Page Mats or Setting Copy
Melville Davison Post
Sophie Kerr
Katherine Holland Brown
Sylvia Chatfield Bates
Wire Quick

These stories are part of the Metropolitan Weekly Short Fiction Services, but are available separately.

Metropolitan Newspaper Service

Maximilian Elser, Jr., Genl. Mgr.
150 NASSAU ST., NEW YORK CITY

Give your
Radio
Readers
"Listening in on the
United States"
By Robert D. Heinal
Washington D. C.
REG. U. S. PAT. OFFICE

The World's Greatest Newspaper Feature Service

Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.

4 page ready-print color comics.
Magazine Feature Pages.

Write for samples and rates



Thomas W.
Briggs
Company
Memphis, - Tenn.
Originators of the
Permanent
Weekly Business
Review Page

Look us up in
Dun or Bradstreet's

Get the very best DAILY CROSS-WORD PUZZLE

Not just a feature—
Not just a problem—
But the best seller
on the market
TODAY!

KING FEATURES
SYNDICATE, Inc.

241 West 58th Street
New York City

GOLDEN RULE SUNDAY

DECEMBER SEVENTH

ONE HUNDRED THOUSAND children in the Near East cannot live except you practice the Golden Rule. Put yourself in their place for a day.

Eat an orphanage dinner and then make such provision for their support as you would like to have made for your children if conditions were reversed.

MEASURE YOUR GIFT BY THE GOLDEN RULE



Will you fill their bowls for another year?
It costs \$60.00 per child

Remember

"WHATSOEVER YE WOULD THAT OTHERS SHOULD DO UNTO YOU (OR YOUR CHILDREN LEFT DESTITUTE), DO YE EVEN SO UNTO THEM"

Send contributions to

NEAR EAST RELIEF
151 FIFTH AVENUE NEW YORK CITY

*Golden Rule booklet and menus
furnished on request*

RIGHT AGAIN!



TUART P. WEST, head of the financial staff of the Consolidated Press Association, has again proved his right to be classed as America's greatest financial writer.

During the spring and summer of 1924 leading up to the bull market that has been a sensation ever since election day, Stuart P. West has pointed out in his dispatches day after day the unprecedented ease in credit, the absence of speculation in mercantile lines and the evidences of extraordinary volume in the general distributive trade. He insisted that these were constructive factors of the first magnitude which must ultimately tell upon security values once political uncertainties were out of the way. He made a striking forecast of the wonderful boom of recent weeks in railway stocks.

The essential difference between the Stuart P. West dispatch and other material that finds its way into some financial pages is that his is not a mere "market story," reciting scarcely more than is told by the record of fluctuations in the daily stock table, but an explanation and an analysis of what goes on each day—the things which bankers, investors and traders most want to know and which the general reader finds of incalculable help in his everyday relationship to the business world.

With Stuart P. West on the Consolidated Press financial staff are such specialists as George T. Hughes on bonds; William F. Heffernan, curbs; George Schnackel, grain, and L. C. Grundeland, livestock.

It's the best financial service in America.

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York
Eighth Floor
World Building

Chicago
Fourth Floor
Daily News Building

San Francisco
Third Floor
Spreckels Bldg.

Paris
Fourth Floor
19 Rue d'Antin

